

**ASSESSMENT OF RESIDENT'S PERCEPTION OF TOURISM
ACTIVITIES IN SOUTHERN KADUNA REGION**

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DECLARATION

I declare that the thesis entailed Assessment of Residents perception of Tourism activities in Southern Kaduna region has been performed by me in the Department of Urban and Regional Planning under the supervision of Mr. U F Yaya and I Iliyasu. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis was previously presented for another degree or diploma at any university.

Name of student

Signature

Date

CERTIFICATION

This thesis entitled Assessment of Residents perception of Tourism activities in Southern Kaduna by KACHIRO LEO KEZIAH meets the regulations governing the award of the degree of Masters of Science Tourism and Recreation Planning of Ahmadu Bello University and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

TO MY LORD AND SAVIOUR,
AND
TO MY LATE PARENTS, MR AND MRS L. J. KACHIRO.

ACKNOWLEDGEMENT

I am most grateful to the Lord God Almighty for His guidance, protection, provision and wisdom granted to me throughout period of this program, may His name alone be glorified.

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ABSTRACT

The research assessed resident's perception of tourism activities in southern Kaduna. Krejcie and Morgan sample size table was used to determine the population size of the study population. Analysis was carried out utilizing the SPSS version 17 which summarizes the respondent's demographic characteristics as well as the items adapted to measure the perception of tourism activities. The relationship between the socio-demographic characteristics of the residents and the perception on economic, socio-cultural and environmental impact of tourism activities in the region was checked using a table. It was found out in general that the residents perceived tourism impact positively especially the socio-cultural and the environmental impact of tourism activities in the region. Based on the findings, the concluding part discusses the study's implications and suggests the need for a restructured tourism programs to effect the tourism activities situation of Southern Kaduna.

CHAPTER ONE

1.0 INTRODUCTION

Tourism has received considerable attention over the last decades due to the fact that it is one of the largest and fastest growing industries in the world, (Cordero, 2008). It is becoming an important component of economic development programs around the world and the driving force behind these phenomena can be attributed to the fact that the tourism business has fueled the economic growth of both the community and the nation (Perdue, 1990), and has additionally played a vital role in social, cultural, and environmental impacts on people, destinations and countries. These consequences also are due to the fact that better long term strategic planning for tourism activities must be conducted with a clearer understanding of how community residents perceive and react to the complex phenomena of tourism. It is important to note that residents in many areas are encountering Tourism's impacts and its benefits while others are experiencing impact without benefits (Smith, 1998 in Besculides, 2002).

To gain support on tourism projects and initiatives, many planners now strive to understand how the public perceives tourism activities in the area. Given the fact that tourism can flourish in an area only with the support of the host residents, it is felt that the perceptions of residents towards tourism activities and its impacts serve as crucially important inputs in identifying the strategic and managerial priorities of tourism development. In examining the activities of tourism on local residents, previous research tends to focus on a number of areas including economic, social, cultural and environmental factors where both positive and negative perceived impacts are assessed. The study on resident perceptions of

tourism activities help to ascertain the feelings of the residents on the tourism activities and its consequences (Ap, 2000).

Since resident's perception match reality, it is therefore accepted that residents' perceptions investigation is essential for further tourism development in a given location (Snaith, 1999). Perceptions of residents towards tourism are particularly important mechanism for success of tourism as well as the opportunity to make better plan for the future development (Cordero, 2008).

1.2 STATEMENT OF RESEARCH PROBLEM

Perceptions are based on the increasing evidence that tourism can have both positive and negative outcomes and that resident's support for tourism growth is essential (Ranchader, 2004). Perceptions are shaped by our knowledge, beliefs, values and norms, yet can be created without experience and knowledge of the object or person, (Cooper, 2000).

Kaduna state is endowed with enormous tourism attractions and report has shown that these attractions are scattered around the state and dominantly found in the southern part of the state. The potentials include natural attraction, monuments as well as rich cultural and religious festivals with artwork that dates back to about 500BC to the history of the southern Kaduna people (KSMTC, 2010). The activities of tourism in a location influences the community in one way or the other which can trigger some reaction toward the tourism activities by the resident of the community.

The support on tourism can be measured by the perceptions of the residents of a community (Curto, 2006), and the people's assessment of tourism activities impacts dictate the extent of the host community's acceptability of tourism

activities. Getting residents views on tourism activities is beneficial not only because it can create a tourism destination that is compatible with the community, but because it gives the residents a chance to capitalize on unique traditions, customs and other characteristics of the community which they can directly benefit from it (Cordero, 2008). This may reveal issues that most directly affect the residents but not considered or valued by tourism developers or tourism planners.

Several studies have been carried out in attempt to justify the attractiveness of Southern Kaduna for a robust tourism activities: such studies include Mallam, (2005), that evaluates the existing tourism potentials in southern Kaduna, Parah, (2012), illustrates the applicability of the strategic planning model for tourism development in Southern Kaduna region, while Yashim, (2012) carried out an Investigation into the Kagoro (Afan) Cultural Festival as a Tourist Attraction in Southern Kaduna. Despite the studies, there is not yet an adequate explanation on the importance of host community perception to effective tourism activities in the region, therefore this necessitates a study on the host community perception as it relates to tourism activities in the region.

Hence the study intends to bridge the gap between tourism destination and host community disconnects for robust tourism activities in Southern Kaduna and the state at large.

1.3 RESEARCH QUESTIONS

1. What is the perception of Southern Kaduna's residents on tourism activities?

2. Do the socio-demographic characteristics of the residents of Southern Kaduna region have a relationship with the perception of tourism activities?

1.4 AIM AND OBJECTIVES

1.4.1 Aim

The aim of the research is to assess residents' perception of the impact of tourism activities in Southern Kaduna region with the view of making recommendation for improvement.

1.4.2 Objectives

- i. To review the concept of residents perception of tourism activities.
- ii. To examine resident perception of the impact of tourism activities in Southern Kaduna.
- iii. To highlight the implication of the study of residents perception of impact of tourism activities in Southern Kaduna.
- iv. To make appropriate recommendation for future tourism activities in Southern Kaduna.

1.5 SCOPE

The research focuses on the perception of the impact of tourism activities in Southern Kaduna region. This classification of Southern Kaduna as a region is adopted from the Kaduna state ministry of Tourism and culture where Kaduna state is categorize into three (3) tourism regions, which are Northern Kaduna Region, Central Kaduna Region and Southern Kaduna Region. However the study is limited to only southern Kaduna region while other parts of the state shall not be included.

1.6 DEFINITION OF TERMS

The following terms and concepts upon their operational value were defined and described for this study.

1.6.1 Tourism

It is a sum of phenomena and relationships arising from the interactions of tourists, business suppliers, host governments, and host communities in the Process of attracting and hosting these tourists (Goeldner and Ritchie, 2003).

1.6.2 Tourism activities

Tourism activities involve the tourist, the destination, its people and the routes and means by which they are brought together. It's an economic and social phenomenon on that is an agent of change in these areas as well as for the environment (Mathieson, 2006).

1.6.3 Perception

Perception is our sensory experience of the world around us and involves both the recognition of environmental stimuli and actions in response to these stimuli. Through the perceptual process, we gain information about properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment (Kedra, 2012). Perception is simply the residents' view, attitudes, and reaction to tourism activities.

1.6.4 Tourism development

Tourism development refers to the sum total of actions that are aimed at boosting the position of the tourism sector of a country. It may involve aggressive

marketing to target areas, establishment of new tourist attractions or the sprucing up of existing tourist spots (Keyser, 2009).

1.6.5 Host community

A Host community can be defined as a group of people who share a common identity, such as geographical location, class and/or ethnic background (Wearing, 2001).

1.6.6 Residents: Individuals living in the study area on a full time basis.

1.6.7 Destination

A destination area is a place having characteristics which is known to a sufficient number of potential visitors to justify its consideration as an entity, attracting travel independent of the attractions of other locations (Mathieson and Wall, 2006). The natural and human made features, infrastructural characteristics, economic structures and the attributes of the host population of destination are of interest.

1.6.8 Attraction

Attraction can be defined as features which are something interesting or desirable. The component of the tourist trip, for example transport and accommodation are demands derived from the consumer's desire to enjoy what a destination has to offer in terms of "things to see and do (Cooper, 2008)

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

2.1 TOURISM

There is no single definition of tourism to which all organizations, researchers and scholars working in tourism agree. Multitude of the definitions of the subject includes economic, social, psychological, anthropological and environmental perspective. Each discipline defines and analyses tourism from the perspective of its specific conceptual and intellectual frameworks.

Despite these difficulties, however it is important to establish a working definition of tourism as the activity of process that allegedly acts as a catalyst of development. Chamber English Dictionary refers to tourism as the activities of tourist and those who cater for them, this definition reflect the dichotomy between tourism as a social activity and tourism as an industry which enables and facilitates participation in that activity. In a similar vein, the united nations and UNWTO (2007) define tourism as the activities of travelers taking a trip to a main destination outside his/her usual environment, for less than a year for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the place.

2.2 TOURISM ACTIVITIES

Tourism activities involve the tourist, the destination, its people and the routes and means by which they are brought together. It's an economic and social phenomenon on that is an agent of change in these areas as well as for the environment (Mathieson, 2006). A tourism activity is often actively sought rather

than being imposed on communities by external actors. This activities of tourism takes place in a location with tourism potentials either in their natural stage or as planned by the tourism developers. Furthermore, residents of destination areas are not passive recipients of tourism rather, they may choose to take advantage of the opportunity that tourism may bring or be active in their opposition to tourism.

The activities of tourism come along with much change that is felt by members of the communities in which it occurs. Gadner (1996) viewed tourism activities as an external force which impinges upon a static community. Furthermore, the assumption is that residents are not passive in the face of tourism but respond in a wide variety of ways which influences the specific outcomes of tourism activities.

Dogan (1989) in Malhieson and Wall (2006) for example, identified five possible responses of resident to tourism and its activities which are,

- Resistance

This is associated with enmity and aggression against tourist by the residents of the community.

- Retreatism

It is avoidance of contact with outsiders, revival of traditions, and increasing cultural and ethnic consciousness as opposed to active resistance.

- Boundary maintenance

This is the establishment of a well-defined boundary between external and local cultures and presenting the local traditions to outsiders in a different context so that the effects of the latter on the local culture are minimized.

- Revitalization

Traditions, customs and institutions formerly disappearing are revived and accorded new meaning when they have become tourist attractions.

- Adoption

New cultural expressions introduced through tourism are accepted and adopted by local people.

2.3 The Benefits of Tourism Activities

The over-riding purpose of all tourism activities whether international or domestic, is the anticipation for economic and social advancement in destination areas. Many, if not most countries around the world have embraced tourism to a greater or lesser extent and the importance of tourism in the global economy is frequently expressed in terms of its' contribution to income generation and employment. According to Yashim (2012), Tourism is highly labour intensive and this is an efficient way to generate employment in both skill and unskilled people. He viewed tourism, as it creates direct and indirect employment that is direct employment which includes people working in the hotels, transportation, game reserve, museum, resorts and a lot of others, while the indirect employment includes farmers whose food stuff is cooked in the hotel and so on for tourist survival, doctors, banks, dry cleaning establishment, chemist, and host of others. Rural tourism is of course, a relatively small sector of the total world market for tourism, yet it still makes a significant contribution to rural economies.

However, measuring the benefits of tourism simply in terms of gross output and employment figures hides a number of broader economic, social and environmental benefits that can result from the activities of tourism in a location.

These are as stated below:-

2.3.1 Economic benefits of tourism

Economic benefits of tourism represent an important additional or new source of income to communities. As a result, it may create new job opportunities in tourism related business, such as accommodation, catering, retailing, transport and entertainment. Existing employment opportunity and services, such as transport, hospitality or medical care, and in more traditional industry crafts are safeguarded. The local economy becomes diversified providing a broader and stable economic base for the local community. Furthermore, it creates opportunities for activity which may emerge, thereby guarding against recession and protecting income levels, thus supporting existing business and services. Lastly, new businesses may be attracted to the area thus further diversifying and strengthening the local economy whilst reducing the need for state subsidy for farming.

2.3.2 Socio cultural benefits

The development of tourism contributes to a variety of social benefits to communities which includes; the maintenance and support of local services and the development of new facilities and attraction, such as cultural or entertainment facilities or recreational centers. It also increases social contact in more isolated communities and opportunities for cultural exchanges, creating greater awareness and the revitalization of local customs, crafts and cultural identities. Furthermore, it brings about the repopulation of destination areas, reversing the trends towards declining an older community. It equally brings about the development of the role of women in more traditional or isolated communities (Bukart 1981).

2.3.3 Environmental benefits

In general, tourism also has an environmental benefit, for many tourists, the prime motivation for visiting the country side is the environment. The success of tourism activities depends upon an attractive environment. Therefore, tourism provides both financial resources and stimulus for the conservation, protection and improvement of the natural environment. It also support the preservation and improvement of historically built environment, including local houses, village squares and gardens. Tourism leads to the redevelopment of old redundant buildings in the location areas. This leads to environmental improvement in towns and villages, such as general improvement on buildings, litter disposals and traffic regulations. Establishment of settlement is another benefit of tourism in the host community, and for the creation of many settlements which previously did not exist, tourism has been known to be responsible.

2.4 DETERMINANTS OF A TOURISM DESTINATION

The purpose of identifying and implementing tourism determinants in a destination is to provide a rigorous set of measures to monitor the effectiveness of tourism and to measure progress towards achieving more tourism activities. This makes it necessary to generate a set of measure to provide a baseline against which to assess tourism activities in a destination. It comprises of the following:

- Attraction
- Amenities (Accommodation, food, and beverage outlets, entertainment, retailing and other services).
- Accessibility
- Ancillary services, in the form of local organizations.

These are the major determinant for tourism activities in a destination, it comprises of all that a tourist will required in the destination. All the above either separately or in combination with each other can result to social, physical and economic impact

2.4.1 Attraction

One of the most important subject of tourism is attraction, Swarbrooke (1995), attraction is arguably the most important component in the tourism system. The attractions of a destination whether man-made features, natural features or events provide the initial motivation to visit, the tourism product is the primary reason why tourists come to a particular location. These include common goods such as the quality of landscape wildlife historic and cultural attributes of the area as well as leisure and recreation facilities used by both tourists and local residents. For most localities the product is made up of a wide range of element that together create a character and attractiveness of the area for visitors and residents. The product may be a single attraction or establishment that is significant enough to be a destination in its own right. It is important to add that without attraction, there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attraction.

Traditionally, attractions have been a neglected sector of the tourism industry due to their variety and fragmented ownership pattern. However, a welcome future development will be increased professionalism in the management of attractions. This will include a closer match between the market and supply of attractions through the adoption of marketing philosophy, better training for attractions' personnel, greater involvement of technology in the development of a wide range

of exciting new types of attraction, and renewed focus upon the professional management of “mega-event”, which are emerging as an important subset of attractions.

2.4.2 Amenities

These includes accommodation, food and beverage outlets, entertainment, retailing and other services. Accommodation is vital for any tourist destination, it's usually the place where the tourist or visitors find shelter and food provided they can pay for it. Various types of accommodation are available ranging from seven star hotels to the normal budget class hotel. The accommodation/food and beverages sector of the destination not only provide physical shelter and sustenance, but also creates the general feeling of welcome and a lasting impression of the local cuisine and produce.

Traditionally, it is dominated by small businesses, the accommodation sector usually offers a mix of type of establishment, and it is important for destinations to adapt and change this mix to meet Market aspirations. In some resorts, for example, there is a movement towards flexible forms of accommodation, such as apartments and timeshare, and away from more traditional serviced forms. Accommodation can be both commercial (hotels, self catering apartment etc.) or in the private informal sector (second homes, caravans etc.) which is a large, though neglected part of the accommodation industry.

Retailing and other services- There is an increasing range of facilities and services available to tourist as the size of the destination increases. These include retailing, security services and other functions, such as hairdressing, banks, exchange and insurance. These services tend to locate close to the main

attractions of a destination, in some destinations a clear recreational businesses district is discernible.

2.4.3 Accessibility

Accessibility simply refers to the means to reach to a destination. For a destination with an attraction, transportation should be regular, comfortable economical and safe. Transportation should be available for all kinds of tourist destination, various kinds of transportations are available and they include airlines, railways, roads and water transport.

The number and depth of these basic measures will vary with the degree of importance attached to tourism activities in the area. Therefore, physical and market access to the destination are important, but so is the provision of services such as car rental and local transport, in order to service excursion circuits and provide transfers to accommodation at destination. An increasingly imaginative approach to transportation at the destination adds to the quality of the tourist experience all these criteria are of additional advantage for any destination to function well as a tourism activity area.

2.4.4 Ancillary services

Most major destinations provide ancillary services to both the consumer and the industry through a local tourist board. These services include marketing, development and coordinating activities. The organization may be in the public sector, may be a public/private sector cooperative or, in some cases, may exist totally within the private sector. Such organizations are often linked to regional and national tourist boards and provide the framework within which tourism operates at the destination.

The main services normally provided by the local organization are as follows:

- Promotion of the destination.
- Coordination and control of development.
- Provision of an information/reservation services to the trade and the public.
- Advice to and coordination of local businesses.
- Provision of certain facilities (catering, sports etc.).
- Provision of destination leadership.

2.5 TOURISM ACTIVITIES AND HOST COMMUNITY PERCEPTION

The interaction of people from different cultures and life styles inevitably introduce change and affect the perceptions of each participant. Although the study of the effects of tourism on the host communities is interesting, the discussion is limited to the perception of the people to tourism activities as they interact with tourists. David *et al.* (1988) in Keyser (2009) segmented residents into the following five categories based on their perception;

- Tourism haters, who possess negative opinions toward tourists and tourism
- Tourism lovers, holding extremely favorable positions
- Cautious romantics, a group recognizing the benefits of tourism, but also holding antigrowth opinions.
- In-betweeners, having moderate opinions about the benefits of tourism and continued growth of the industry.
- Love them for a reason; approving of the tourism industry because of the jobs it creates or the recreational advantages it provides to residents.

Residents may respond to tourism activities in the following ways:

- Embracement; the favorable perception of tourism, one most likely occurring when individuals receive direct benefits from tourism development, such as employment.
- Tolerance; a slight acceptance, meaning that residents absorb inconveniences or costs associated with tourism's development impacts.
- Adjustment; those residents who reach adjustment to tourism, accept the reality of living with tourism on a daily basis but do not express any positive or negative feeling toward the industry.
- Withdrawal; is silent acceptance residents resent tourism, but instead of engaging the industry, they withdraw (AP, 1992). Some residents may dislike the effects of tourism development so much that they actively resist the activity; As a result extreme forms of resistance may include aggressive behavior.

2.5.1 Conceptual Framework

Figure 1 depicts the conceptual framework for the study. According to the framework, residents' socio-demographic characteristics, the perceptions of tourism activities effect, and the overall assessment of tourism activities determine the support on tourism activities.

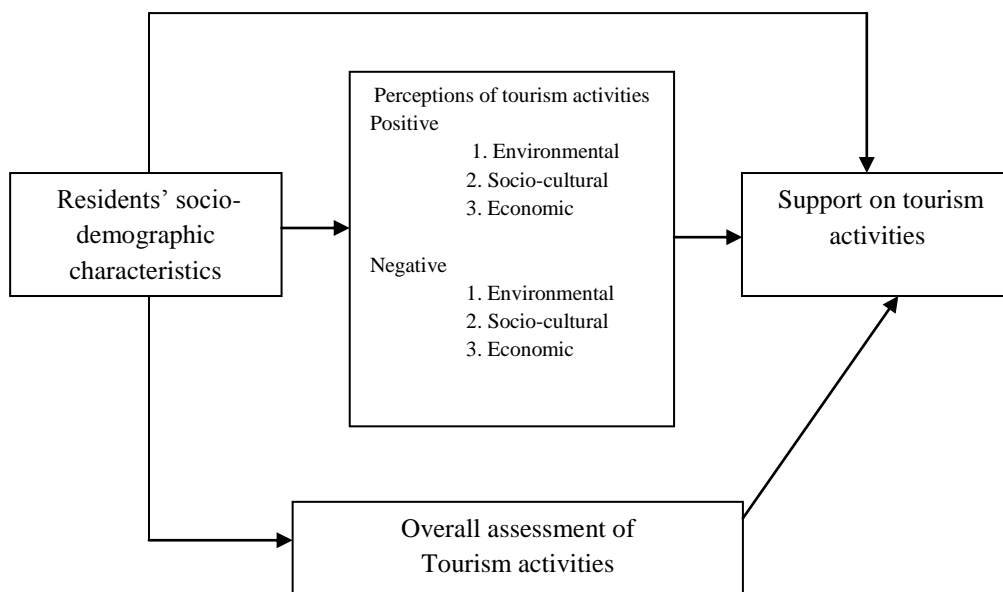


Fig. 2.1 Framework explaining perception of tourism activities, Long (2007)

2.6 PERCEPTION OF TOURISM ACTIVITIES

Perception of tourism and its activities has been a point of debate as different location can perceive it differently. Pizam, (1996) in a research carried out on the Island of Samos, Greece, indicates that about 76% of residents perceive tourism activities positively with a mean score of 4.0. Out of a maximum of 5.0 and only 3.5% perceive it negatively. Similar findings was also reported in other locations around the globe Ap, (1992) and was found that while a majority of residents favor tourism activities, far fewer are declined to do so actively.

Moreover, studies has detected that resident's perceptions of impact of tourism activities greatly influence views on tourism activities. If the impacts are viewed positively, then the support for tourism will increase, likewise if impacts are negative then support decreases. For example, Johnson et al (1994) found that the host community in the silver Valtey feared that tourism would induce change in the culture and as a result, looked negatively toward tourism activities.

According to Getz (1994), attitudes are “reinforced by perceptions and beliefs of reality, but are closely related to deeply held values and even to personality”. Andriotis, (2003), state that the important aspect of residents' attitudes is that “what is perceived does not have to be true. It is perceptions rather than reality that motivate an individual to act in a certain way. Hence, perceptions become the meaning associated with an object.

Moreover, suggestions have been made. Fredline (2000) stated that community members benefiting from tourism through investment, ownership, or employment are more likely to form positive perception towards tourism activities than residents who do not directly benefit from tourism.

Capenerhurst (1994) argues that the concern of residents towards tourism activities arises when tourism is perceived as a threat to the status quo, to the community identity, or to local culture. The reaction of residents towards tourism also depends on the number of people in the host community. For example, smaller host communities might have stronger reactions towards tourism activities than larger host communities.

2.6.1 Residents Perceptions of Impact of Tourism activities

Tourism activities causes impact inevitably, the perception of the resident in a destination formed through the impact created by the activities of tourism in the area and this impact are felt on the social, economic, environmental and cultural aspect of the society.

Residents’ perceptions of the social, environmental, cultural and economic impacts are site-dependent. Researchers have found that perception of impacts is directly related to support for additional tourism development. If residents feel

that tourism has produced or will produce net positive benefits, then support is forthcoming. But, if net negative impacts are perceived, then support is withdrawn (Gursoy, 2002; King, 1993). It is suggested that “residents might attribute meaning to the impacts of tourism without necessarily having the knowledge or enduring predispositions” (Getz, 1994). For example, as the perceived negative impact of tourism on the environment increases, then the support for additional tourism decreases. However, positively perceived economic impacts often outweigh other costs (Gursoy, 2002; Akis, 1996), leading to overall support for tourism expansion. This trend is heightened in economically depressed areas. Communities with lower economic activity will perceive tourism more positively; due mostly to potential economic benefits (Gursoy, 2002).

2.7 DETERMINANTS OF PERCEPTIONS ON IMPACT OF TOURISM ACTIVITIES

The determinants are those factors that determine how residents of a destination perceived and see tourism activities in an area:

2.7.1 Socio-Demographic Characteristics

There have been several researches over the last three decades that have attempted to understand how socio-demographic variables influence tourism perceptions. Studies have analyzed age, gender, ethnicity, education, income, occupation, length of residency, place of residency, tourism involvement, economic dependence on tourism, marital status, and birthplace (Nyaupane 1999; Snaith, 1999; Jurowski, 1997) Each of these variables affect the perception of tourism, but the studies are far from being conclusive.

Research are being undertaken in order to achieve a greater cultural understanding of the community, its power structure, its divisions, etc.; as well as their ties to tourism activities and its impacts. This should be done in order to prevent tourism-related conflict from development and to better comprehend why certain tourism projects fail to succeed while others succeed (Nyaupane, 1999).

Communities are complex organizations whose members possess different political, economic, cultural, and individual characteristics (Lankford, 1994). Certain individual characteristics which include gender, age, education, income, and length of stay influence their perception; they are often inter-related and often tied to additional factors. In order to better understand the impact that socio-demographic variables have on tourism perceptions, it is necessary to study the host community's social structure (Drake 1991).

2.7.1.1 Gender

Tourism scholars have shown that gender influences perception of tourism, Smith (1998.) As for gender, females in some instances seem to view tourism differently than males; reasons may be due to cultural norms that consider it inappropriate for women to associate too closely with tourists. Thus, in certain communities, women may be less knowledgeable about tourism and its impacts. Generally, females are reported to be less supportive of tourism than males.

2.7.1.2 Age group

Age is another factor that also influences the perception of tourism; Pizam (1996) found that younger residents had more positive perceptions of tourism, particularly regarding economic and social issues, than their older counterparts.

Thus, prevailing evidence indicates that younger residents are more likely to view tourism more positively. There is some evidence also demonstrating that middle-aged and older individuals can hold positive views as well.

2.7.1.3 Education

Education, particularly tourism education, also has an impact on perception. “Perceived impacts may be changed by the processes of education and community information. More of the educated individuals view tourism more positively (Smith, 1998). Thus, more-educated individuals attributed greater benefits to tourism concerning employment, income and standard of living. Also, as the education levels of residents increased, attitudes toward cultural impacts improved as well (Teye, 2002); yet, more educated residents also noticed greater crowding due to tourism.

2.7.1.4 Income

There is strong relationship between knowledge of tourism positive impact on the economy and appreciation of the tourism industry. Basically, the more a person or community depends on tourist spending, the more positive their attitude toward tourism activities is likely to be.

Economic status influence resident’s perceptions of tourism “The perception of tourist impact varies with resident’s economic status. It is supposed that certain socio economic classes derive more benefits from tourism than others; hence, some classes may perceive tourism in a more positive manner than others naturally, greater economic dependence on tourism causes more favorable views of it (Jurowski, 1997).

2.7.1.5 Length of stay

Certain other characteristics, including length of stay, also influence how different groups respond to tourism. Many studies have attempted to determine the influence of length of stay on residents' perceptions of tourism activities and have found that residents' perception of tourism activities are increasingly negative based on the length of time they have resided in the community (Weaver, 2001). It was also found out that short term residents were more supportive of tourism, had more contact with tourists and viewed tourism as having a more positive social and economic impact than long-time residents. However, Snaith (1999) study of York, England found that the longer the period of stay the greater the likelihood of residents becoming indifferent to tourism development and not recognizing both the positive and negative impacts of tourism, this suggests that over time people may learn to live with tourism. Another research on length of stay has found that there was little correlation between length of stay and positive or negative perceptions of tourism (Mason, 2000). These conflicting findings outline the need to study the intricacies of different destinations.

2.7.1.6 Proximity to Tourist attraction

For the location of residence, studies have shown that location have significant effect on the residents perception of tourism activities, the people residing around the tourism site hold more of either the negative or positive view of tourism development. Snaith (1999) detected that residents living farther away from tourism activity site held more negative view of tourism activities while Perdue, (1999) in a study in Oxford England discover that residence living closest

to tourism sites hold more negative view of tourism activities. Locations thus, have an influence on perception of tourism.

2.7.1.7 Tourism related jobs

Many studies found out that respondents (or their relatives, friends, and neighbors) who depend upon a tourism-related job had a statistically significant positive relationship with the positive tourism factors (Lankford, 1994; Snaith (1999); this means that residents who are economically related to tourism industry are more likely to recognize the benefits of the tourism activities.

2.7.1.8 Contact with tourists or the frequency of contact

The Level of contact between the tourist and the hosts increases from the social to the cultural context. It can assume that the attitude of a local resident will be influenced by the context in which the contact with tourists typically takes place. A young child living in a remote village in rural area may encounter tourists only occasionally during shopping or medical visits to the principal towns. The attitude of such a child is likely to be one of curiosity mixed with fear of strangers. Similarly, the residents of a village occasionally visited by a group of anthropologists are likely to have a welcoming attitude (except perhaps, some of the elders who fear the destruction of their culture and lifestyle.)

2.7.1.9 Destination Characteristics

The characteristics of the destination will determine the vulnerability of the host community to changes from outside. Each community will differ in its ability to cope with the growth of the tourism industry. Growth is accompanied by changes in the equality of interaction and competition between residents and tourists for space and resources.

2.7.1.10 Visitors Characteristics

Visitors and the residents of host communities often have very different cultural and economic backgrounds. Though ignorance visitors sometimes break cultural taboos and engage in behavior that offends residents. Such behavior can generate hostility towards tourists and tourism. The characteristics of visitors are perhaps the most crucial determinants of community attitude towards tourism.

2.8 PERCEPTION OF IMPACT OF TOURISM ACTIVITIES

Growing tourism heightened perception of the potential effect cause by tourism for the community such as congestion, inflation, nature reserve, waste generation and pollution. Smith (1998) in Besculides (2002) showed that there is a direct relationship between tourism development and the presence of certain impact which leads to some certain reactions toward tourism by the residents of the community. Therefore, to better understand perceptions of tourism activities, it is necessary to examine the perceive tourism activities impacts.

2.8.1 Perception of Economic Impact of Tourism Activities

Economic impact of tourism activities is a positive or negative monetary change resulting from the activities and use of tourist facilities and services Mathieson (1992). Economic impact tends to be viewed positively in most studies. The activities and expansion of tourism was commonly viewed as a source of new employment both seasonal and permanent, new business, increased living standard better community infrastructure and improved transportation. Pizam (1996) in a study carried out in Samos, Greece identified positive benefit e.g. employment, personal income. The belief that economic gains are shared within a selected few namely elite of the society is reflected in Johnson, (1994) studies.

While community members identify both positive and negative impacts, tourism is generally supported if positive economic outweigh costs. If a tourism activity is associated with increased economic activity, then residents will hold favorable attitude concerning tourism activities.

2.8.2 Perception of Environmental Impact Tourism Activities

Environmental impact of tourism activities can be seen as the positive or negative changes in the natural environment whether they are natural or human processes. Thus impact also yield mixed reactions, some researchers found that residents perceive tourism activities as increasing recreational opportunities. Gursoy (2002) discovered that 51% respondents agreed that tourism activities provided more parks and recreational areas, and 48% felt that tourism improve the quality of roads and public facilities. Moreover the resident when been interviewed did not feel that tourism increased traffic problems, caused overcrowded outdoor recreation or disrupted the peace and tranquility of parks. Johnson et al (1994), identified resident's negative feeling about ecological degradation, overcrowding, traffic congestion, noise and pollution. The studies found that 55.3% of residents felt that tourism had brought about ecological decline and environmental decline. In addition, numerous studies have highlighted residents concern over increasing traffic congestion due to tourism activities (Gursoy 2002, and Mathieson 1982).

2.8.3 Perception of Socio- Cultural Impact of Tourism Activities

In the studies on socio-cultural impact of tourism activities, researchers have detailed host reactions to numerous socio-cultural as well as support for tourism. For example, residents have perceived an increase in crime, drugs and alcoholism due to tourism Johnson, (1994). More so, resident who felt that tourism would

increase crime, made them less likely to support additional activities. Other perceived impacts include gradual decay of local languages change in community lifestyle and traditions Mathieson, (1982).

However, another study was carried out by hunter (2002) and found that approximately 95% of residents attributed tourism activities with the enhancement of natural and cultural heritage, an increase in cultural activities and the development of educational benefits. It also discovered that tourism provide an incentives for the restoration of historical buildings and the conservation of natural resources.

2.9 BACKGROUND OF THE STUDY

2.9.1 Location of Kaduna State

Kaduna state occupies the central portion of the northern part of Nigeria. It lies on longitude 6⁰E – 9⁰E and latitude 11.60N – 9.3N of the equator. The state shares a common boundary with Bauchi, Kano, Katsina, Niger, Nasarawa Zamfara Abuja and plateau states.

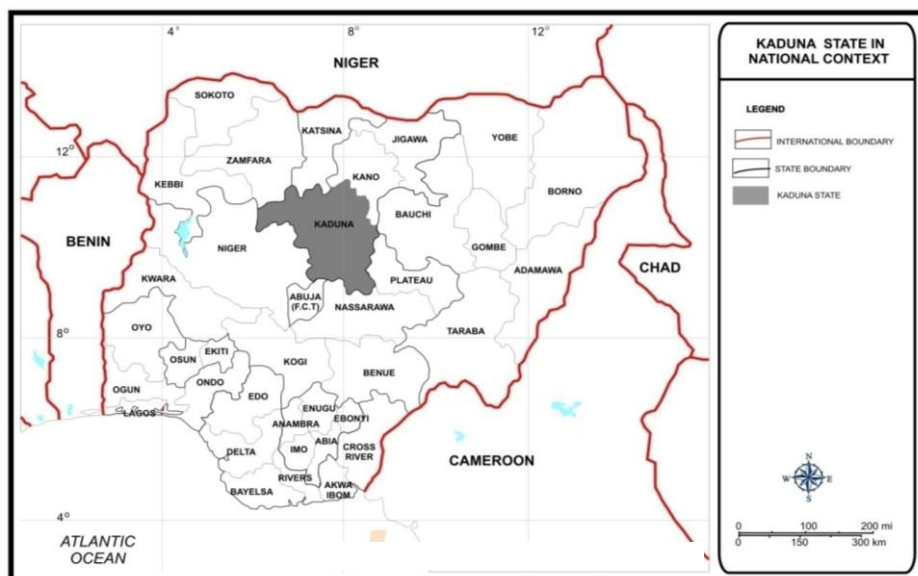


Fig. 2.2 Map of Nigeria showing Kaduna State

Source: Google map edited (digitized) (2013)

2.9.2 Location and Size of Southern Kaduna Region

Southern Kaduna Region is located on latitude $10^{\circ}40'$ south and longitude $7^{\circ}30'$ west and the region has a landmass of 5,760 square kilometers, it is wholly a land locked region. Southern Kaduna Region shares boundaries with Central Kaduna Region on the North, Plateau State to the East, and Niger State to the west, FCT and Nassarawa States to the south and southeast, respectively. The region consists of eight (8) Local Government Areas (LGA's).

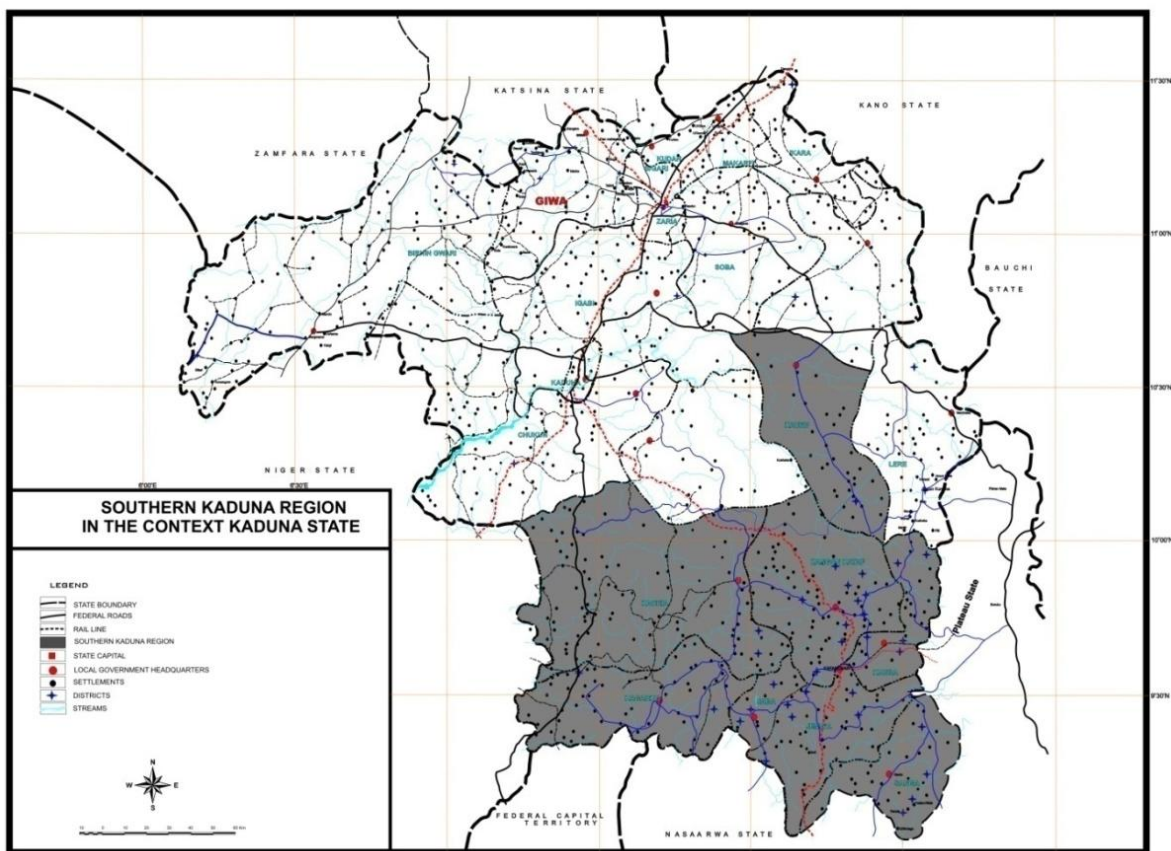


Fig. 2.3 Map of Kaduna State showing Southern Kaduna Region

Source: Google map edited (digitized) (2013)

The classification of southern Kaduna as a region is adopted and demarcated by the Kaduna state ministry of Tourism and culture where the state is categories into three (3) tourism region which are Northern Kaduna, Central Kaduna and southern Kaduna (Fig. 2.3).

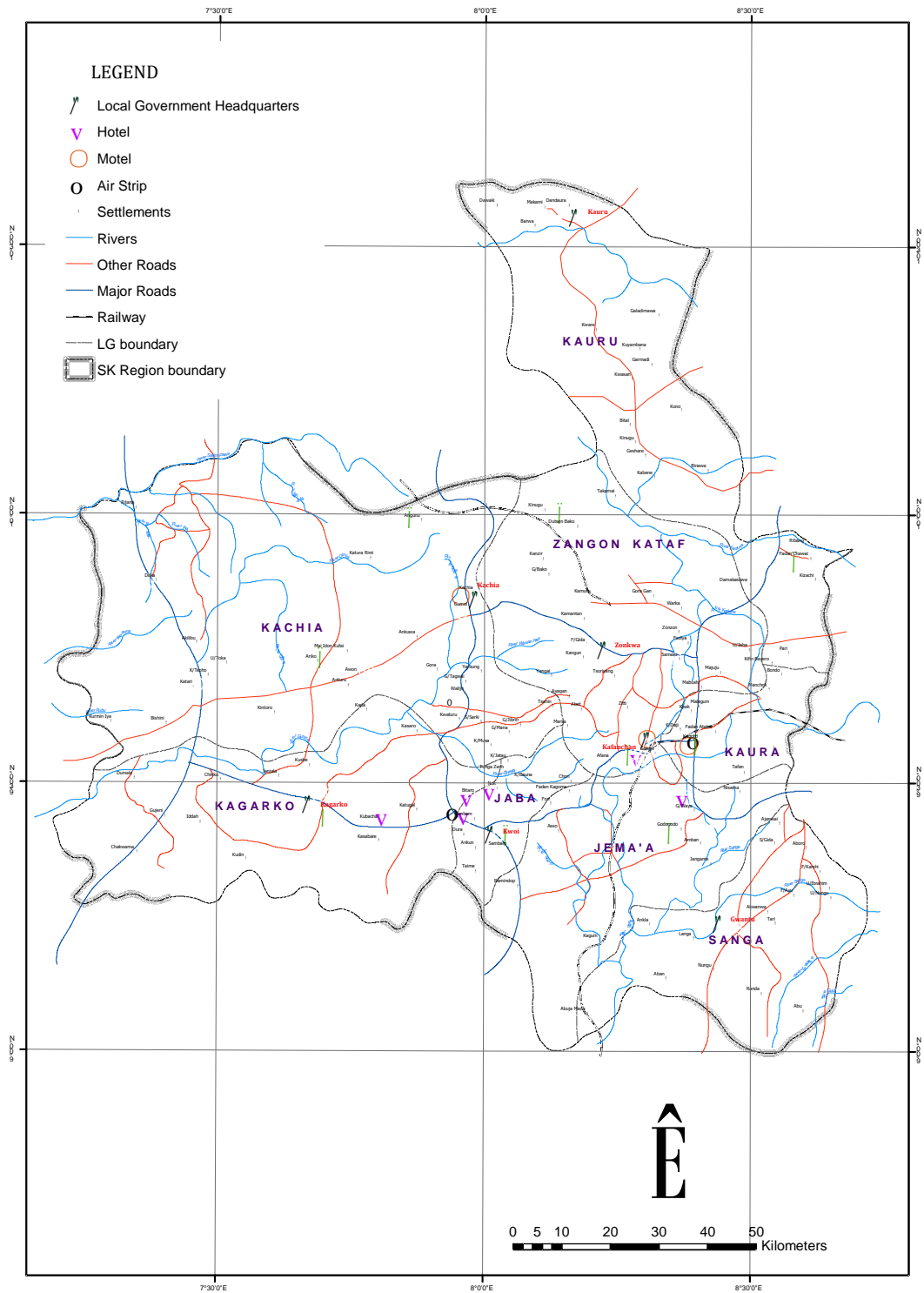


Fig.2.4: Map of Southern Kaduna Region: Showing the Local Government Areas

Source: Google map edited (digitized) (2013)

2.9.3 Relief and Drainage

The physical landscape of Southern Kaduna Region is that of undulating plains, hills and dotted uplands. The River Kaduna is the principal river in the region, which has the highest volume of water during the rainy season. The potentials of the river are numerous and have been identified as the bedrock of the region's fadama farming success. The soil is loose, which favors' the growth of grain crops, particularly maize, guinea corn, beans, etc.

2.9.4 Tourism activities in Kaduna State

The present state of tourism activities in Kaduna state does not reflect the state long history and its rich cultural development. There are several tourist attractions in different parts of the state, in the northern part of the state for example, there is the famous Zaria city walls, the emir's legendary insignia and the palace drums which are all in the old city. During Muslim festivals, i.e. Durbar, Hawan Daushe is normally staged in the open field in front of the palace. The origin of Nigeria's famous Nok Terra cotta and its Nok cultural Heritage was found in the southern part of the state. Also the annual cultural festival of Tuk Ham in Kwoi and Afan festival among the people of Kaura and Jema'a LGA's of the state are held during Christmas and Easter, these attract other Nigerians and foreigners. There are also some natural tourism and recreational site in the state such as the Nambia game reserve, Kagoro Hill etc.

Southern Kaduna is endowed with rich cultural heritage, beautiful sceneries, well meaning cultural festivals has in no doubt become a global watch. It has its distinctive forms of attracting tourist by a way of having variations in cultural festivals that cut across the area. One thing remains paramount is that these

cultural festivals promote unity and straightens socio-economy activities amongst the people in the region. These festivals include Afan cultural festival, Ham cultural festival, Batadon cultural festival, Atyab cultural festival, Gong day among others.

Southern Kaduna has a historical antecedent that gave the area a face-way back 500 years B.C., i.e. the discovery of the Nok Terracotta. The people were the earliest people known in this part of Africa who made Iron tools and weapons. Fine sculpture usually of human forms (terracotta) where produce, the people are believed to have had a well organized economy and administrative system and that their culture influenced later people of the region.

2.9.5 Attractions in Southern Kaduna

- Natural attractions – the region is home to a multitude of natural attractions, including Kagoro hills, Matsirga waterfalls, Gurara waterfalls, Awat Sunzat waterfalls, unique Rock scape, , Fantswan resorts, Bara lodge and leisure camp, Madakiya heritage resorts and unique river scape.
- Unique village scape –the region has a range of unique village scape along the major transportation routes and also in the hinterland.
- Events and Festivals – the region hosts a number of significant events. These include the Moro’a day celebration, the Kagoro day celebration, and the Ham day celebration.
- Cultural heritage and tradition: the region has a diverse local population with a variety of cultural experiences that enhance rural travel.
- Great weather: the region offers excellent year-round weather for travel and experiences (Parah, 2012).

With these tourism attractions, the government of the state has provided adequate security measures to ensure that the state is rid off with hoodlums or men of the underworld who perpetrate one form of crime or the other to hamper developmental strides to the benefit of the people in the region. For the purpose of this research, some of the selected attractions are being discuss below.



Fig. 2.5: Map of Southern Kaduna Region Showing Natural Attraction

Source: Google map edited (digitized) (2013)



Fig.2.6: MAP OF SOUTHERN KADUNA REGION showing Cultural Attraction

Source: Google map edited (digitized) (2013)

2.9.6 Kagoro hill

Kagoro is a town in Kaura LGA in Southern Kaduna. The Kagoro hill is situated in Kagoro town near Kafanchan in the region. Kagoro hill is an attraction that has attracted so many visitors from far and near because of its unique nature, it forms a long range with all trees and rocky places at the base. The hill influences the weather of the area which makes the area to experience temperate climate similar to that of the Jos plateau, the place is good for rock climbing hunting, safaris, and mountaineering, it also has very beautiful sceneries for picnic and relaxation.

The Kagoro hill is indeed one of the most beautiful natural attractions in southern Kaduna, On one part of the hill top there are settlements with people leaving on it and also there settlements at the base. The residents have the responsibility of overseeing the activities of the hill. The settlers on the hill top have the estimated population of 2,000 with two village heads, the people have full water supply from the rock and access to facilities. These people depend on farming e.g. yam, millet, and honey. Due to tourism activities, at the mountain top the following facilities have been provided for both the resident and the visitors to enjoy. Clinic, churches, schools and a football pitch.

Also at the base of the hill site, there is the Northern central state water board which was inaugurated by His Excellency Col. David Lasisi Bamigboye, the Military Governor of Kwara Sate, on 1st Feb 1975, which supplies water to Kafanchan and other environs. To better tourism activities, there is an ongoing attempt to build more facilities around and on the hill top contracted to the Japanese contractors; the issue is still on deliberation.

a. Economic value of Kagoro hill

The hill has long range trees of about 3hectres (Melina trees), these trees are used to produce wood for buildings, firewood for cooking and also local herbs for treatment. The people of the community hunt animals on the hill and sale for income as well as the Honey that is produced in the farm.



Plate I: Showing part of Kagoro Hill



Plate II: Showing Kagoro Water fall

2.9.7 Nok culture

The settlement called Nok village is located in Jaba Local government down in the Southern part of Kaduna State, up in northern Nigeria, which frequently attracts visitors. There is no doubt as to Nok's universal fame, across the academia and all over the world. Antiquities from Nok adorn great museums and galleries across the globe in different parts of the world. The Nok Culture civilization was discovered in 1928. The first discoveries was

accidentally unearthed at a level of 24 feet in an alluvial tin mine in the vicinity of the village of Nok in Jaba Local Government in the southern part of Kaduna state, near the Jos Plateau region. Nok terracottas were as a result of natural erosion and deposition, which were scattered at various depths throughout the Sahel grasslands, causing difficulty in the dating and classification of the mysterious artifacts. With the aid of Radiocarbon and thermo-luminescence tests, the sculptures' age narrowed down to between 2000 and 2500 years ago, making them some of the oldest in West Africa. The Nok Terracotta figurines earned its name due to the Nok civilization that inhabited the area from around 500 BC in the village of Nok in Jaba Local Government in the southern part of Kaduna state. The Nok artifacts include ancient sculptures made from wood, metal and finely fired clay or terra cotta. Nok Terracotta was considered to be the earliest known sizable sculpture ever produced in Africa.

The refinement of this culture is attested to by the image of a Nok dignitary figurine, most parts of the terracotta is preserved in the form of scattered fragments. This gives the reason why Nok art is well known today only for the heads, both male and female, whose hairstyles are particularly detailed and refined. Also, the Nok Village hosts numerous natural caves and these have been classed as welfare caves, security caves as well as barns, where the ancient inhabitants stored their grains. Twin-barns litter the interior of this cave, which was built by ancient Nok dwellers. Going by local folklore, "no matter how little their grains stocks were it served the community throughout the year". With its exquisite and precious antiquities as well as tales such as this, it is easy to understand why foreign tourists and scholars flood Nok.

The National Commission for Museum and Monuments is owned by the government and the National Museum uses it, the center has some structures (chalets) provided to accommodate tourist and researchers during their visit. The museum has great potentials endowed with about ten (10) archaeological sites under Nok and can easily boasts of the greatest collections of artifacts, with the host of a mini-gallery where priceless antiquities are kept. It is the responsibility of the museum to promote educational services, museum publications and guided tours and other activities carried out in the Nok site. Majority of the staff reside in the Nok village. Nok is a great place to visit to be able to learn about the world's amazing past civilization.



Plate III Showing Nok Terracotta sculptures



Plate IV Showing Nok National Museum environs

2.9.8 Matsirga Waterfall

Matsirga water fall is located in a place called Matsirga in madakiya area north east of Kafanchan in Southern Kaduna. The falls local name is called Vonkpan, meaning a hole in the cave. There is a stream gills, river Kagom and Owang River, on this stream is a magnificent waterfall which the local inhabitant called “River Wonderful”. The falls is over a cliff of about 30metres high and drops into a deep pool base that has been supported by beautiful rocks. Matsirga waterfall is more attractive and impressive during the rainy season when the water level is much higher and its surrounding is always moist with a cool breeze which is very refreshing.

Matsirga waterfall is one of the magnificent tourism attraction in Southern Kaduna and is considered a natural beauty which attracts tourist both indigenes and foreigners. (kadfest 2008). The site was discovered centuries back, more so considering the developmental structure and facilities on ground at the site, Matsirga waterfall is accessible by tarred road with a bridge leading the falls. Also at the site are a water board reservoir and a pipe which was commission in 1978 for the purpose of water supply to the community and its environs. Due to its attractiveness, the falls site is usually used for picnic, excursion, relaxation and fishing by the locals. Also, within the waterfalls environs there is a resort called the Fantwan resort and a hotel called Bayaan hotel both owned by private investors which tourist mostly find a place when they visit the site. At the site, there is a representative of the Ministry of culture and tourism who guides the use of the site by residents and visitors.



Plate V Showing Matsirga waterfall

a. Economic Value of Matsirga waterfall

- The falls has some economic value to the residents of the community, which include the following:
- It serves as a fishing place for the residents
- The falls produces sand for building where the women and youth pack and sale for income.
- The falls serve as an unlimited source of water supply for all uses to the residents of the community

2.10 RICH FESTIVITIES AND CULTURAL EVENTS

2.10.1 Ham Cultural Festival (Ham Day)

Tuk-Ham Cultural festival is an annual event that celebrates the Jaba cultural and traditional heritage through music, dance and cultural expositions. The festival which was relaunched in 1979 has been celebrated among the Ham/Jaba people since the 900AD. It brings together the best of dance, music, cultural displays, competitions, symposium and cultural beauty pageants. The Tuk -Ham Cultural festival itself was celebrated by the Ham community under theocratic ancestral religion and government dating back to 900 BC to mark the beginning of the

farming season and ushering the HAM New Year. The Festival is in its thirtieth year and has attracted over one million visitors to the Ham community during that period.

a. Events

- Cultural troupe competitions –where in 50 traditional dance troupes, groups shall compete for a cash prize. They are usually judged based on their choreography, costumes and creativity.
- Musical performances- usually features the best and brightest musical talents from the Ham/Jaba region to showcase as well as entertain the crowd of visitors from nooks and crannies within the country and Tourist from foreign land.
- Annual Ham Awards Ceremony – a forum where Ham sons and daughters are recognized and rewarded for their contributions to their people and Nigeria as a whole.
- Miss Tir Ham Competition (beauty Pageant)- this local beauty pageant is open to all daughters of Ham whether resident within or outside Nigeria who demonstrate the desirable characteristics of a typical Jaba maiden. The finalists are usually judged by a distinguished panel of Judges.



Plate VI Showing Miss Tir Ham (beauty Pageant)

- Tuk Ham Symposium- This event usually serves as a mini-conference which will draw distinguished speakers from within and outside Nigeria who shall deliver papers on various socio- economic aspects and values of the region and seeking ways to better the lives of its people.
- Nok Artifacts and Arts display- a chance to show case and for tourists to see firsthand the spectacular display of ancient artifacts dating back to 500 BC of African civilization
- Guided tours to ancient historic sites- usually feature the sights and sounds of Ham/ Jaba traditional music.



Plate VII showing some cultural dancers during events of Southern Kaduna Region

2.10.2 Kagoro (Afan) National Festival

Afan festival is one of the most prominent cultural celebrations included in Southern Kaduna, the Festival is of the Kagaro community in Kaura Local Government Area. Due to its popularity, this event capture a national outlook as it draw people’s attention from different parts of the country; even international

tourists gather to witness this amazing celebration. Usually, it is held at the chief's palace square in Fadan Kagoro where it is celebrated with a cultural procession of all the units in the community and spectacular cultural displays.

Zunzuk dance

The popular Zunzuk dance takes place during the festival and it is celebrated in appreciation of God's blessing on the land. Cultural troupes from other places such as the Mangil dancers of Plateau state also participate in this event, giving it a multi-cultural outlook. It is also a platform to pay tribute to the illustrious sons and daughters of its community. The chief presents trophies to the districts and distinguished persons to show gratitude in the event. The festival reaches its highlights with varying displays of cultural dance steps by the youths. In addition, a football match takes place BUT largely, the aim of popular Zunzuk dance is to give thanks to God for the previous year and asking for more blessing to the New Year.



Plate VIII: showing Zunzuk and other cultural dancers during the Kagoro day event at Southern Kaduna Region

Others rich cultural event in Southern Kaduna includes:

Moro'a Cultural Festival- is celebrated by the people of Moro'o between March and April **Ninzo Cultural Festival**- is marked by the Buluku people every last Saturday of the year **Unum-Akulu Festival**- is celebrated by the natives of Anghan annually **Kamantan Festival**- also known as Nom-Anghan cultural

festival; observed annually between April and May **Atyap Cultural Festival**- is marked by the Atyap (Kataf) people and it is held in December **Batadon Festival**- is celebrated by the Madakiya people usually in January

It is imperative to mention that these lists of festivals in Southern Kaduna, are held by the various Ethnic groups in the region and are mostly celebration in giving thanks to the gods of the land. Although, originally they are traditional religious festivals but have gradually changed to suit the trend owing to civilization and as a result, are now basically cultural festivals.

2.11 TOURISM ORGANIZATIONS IN SOUTHERN KADUNA REGION

There are organizations within and outside the region that are engaged in organizing one form of tourism activity or the other, but the major organization is the Kaduna State Ministry of Culture and Tourism while others are the Local Government Tourism Committees and community based organizations.

2.11.1 Kaduna State Ministry of Culture and Tourism

The general function of the ministry is to harness the abundant tourism and cultural potentials of the state and promote same as an alternative revenue earner and for provision of employment opportunities for our citizens.

a. Functions of Kaduna State Ministry of Culture and Tourism

- Encourage the provision and improvement of Tourism amenities and facilities in the state;
- Provide Advisory services and information on Tourism;
- Assist the Federal and State Governments in the creation of:

- A sub-system of National Parks including National areas, historical sites and Recreational areas which are declared by the Nigerian Tourism Development Corporation to be of National importance and acclaim;
 - A system of State Parks which are duly approved and declared as such by the Executive Governor;
 - Games and Fish Reserves and wild life refuges;
 - Lakes for swimming, fishing and water contact activities;
 - Natural scenic areas;
 - Holiday Resorts and Amusement Parks;
 - Souvenir Industries;
 - Monuments, Ethnic Museums and commemorative plaques and;
- carry out undertakings which appear to the Ministry to be necessary for the promotion and development of Arts, Culture and Tourism industry in the State and to do such other things as are incidental to or conducive to the exercise of the functions of the Ministry;
 - register, classify and grade all Hospitality and Tourism enterprises, travel agencies and tour operators in such manners as may be prescribed;
 - Identify and designate centre of attraction for tourism purposes within their areas in collaboration with the State Government and private sector in the physical planning and promotion of such centre;
 - Promotion of favorable environment for foreigners and non-residents to visit the canters;

- Establishment of effective organs for the planning, development, promotion and marketing of Tourism in and outside their areas;
- To unfold to both indigenous entrepreneurs and foreign investors the immense potentials in the culture and tourism industry of the state;
- To portray and promote the local Culture as a major Tourist attraction;
- To offer unique opportunities to Nigeria manufacturers and traditional craftsmen to demonstrate their skill and ability to produce various Tourism and Hotel inputs, especially with respect to Hotel furniture; furnishing fabrics and textiles for various uses, ceramics and earthen wares, artworks, carvings, pottery, souvenirs and interior decoration;
- Similarly, to encourage the local designers and builders to demonstrate their ability to indigenize their architecture, interior decoration and furnishing, so as improve their standard of living and also to attract tourists to their communities.

2.11.2 Local Government Tourism Committees:

These local organizations locate and identify potential tourist attractions in their areas. They preserve and maintain monuments and museums in their areas of jurisdiction.

2.11.3 Community based organization

At the community level, there committee set up for any attraction in the area that attract visitors. These committees communicate with the government in case of any issue that involves a particular attraction site or events.

2.11.4 Accessibility in Southern Kaduna

There are three assessable means of transportation in the area which are by road, rail and by air.

i. Road

Road transport is the most effective mode of accessing Southern Kaduna, compared to air and rail transport system. The road network is the most efficient means of transportation within the region.

Kaduna state transport authority (KSTA) buses and other privately owned vehicles and private commercial vehicles operate along the roads. The region has a good road network linking towns and states like plateau state, Nassarawa and the federal capital city (Abuja).

ii. Railway

There are two major railway lines linking the region, the Port-Harcourt-Kano rail way line accessing the region through Anguhu gateway and the Kafanchan - Maiduguri rail way line accessing the region through Zankan gateway. The two railway track intersects at Gora, thereby giving the shape of letter 'Y'.

iii. Air

Air access into the region is through Kaduna International Airport which has international connections to all Major Africa, European and Middle East locations and domestic link to all key locations including Port Harcourt, Abuja, Calabar, Lagos and Kano. The Kaduna International Airport is located in Kaduna about 160 kilometers away from the region. There are only two air aerodromes/airstrips within the region; these are ECWA air strips located at Kagoro and Kwoi, respectively. These air strips serve light aircrafts and helicopters.

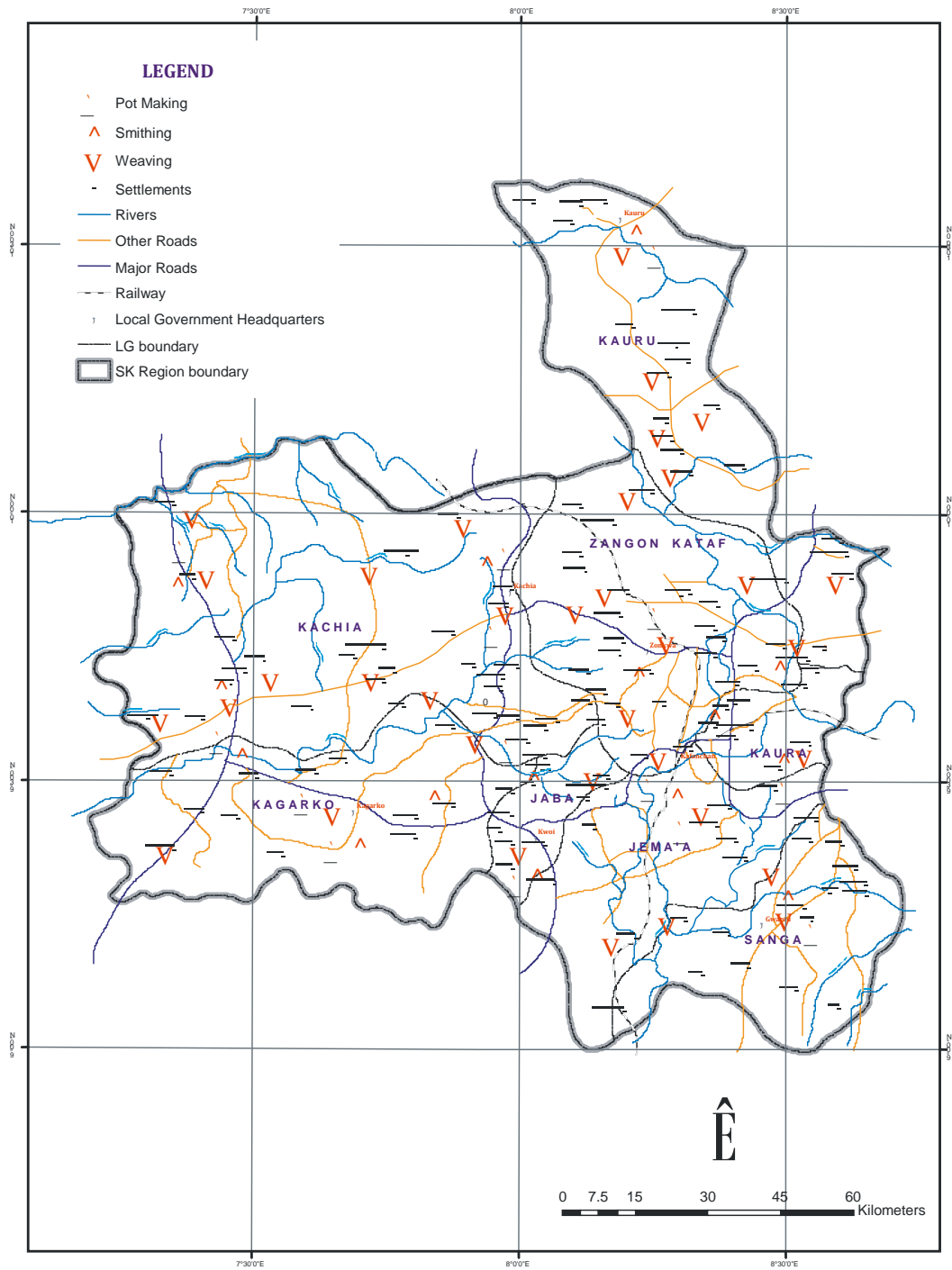


Fig. 2.7: Map of Southern Kaduna Region Showing Human Resources
 Source: Google map edited (digitized) (2013)

2.12 ACCOMMODATION IN SOUTHERN KADUNA

Accommodation, food and beverages are support services offer to tourists which are very important not only because it provide tourist with shelter and sustenance, it also create a general feeling of welcome and lasting impression of the local cuisine. Hotels and restaurants/eateries of various types are available in Southern Kaduna to carter for every tourist, providing several services and facilities at affordable prices. The ownership of hotels in Southern Kaduna is mostly owned by the private sector apart from the Nok tourism centre that the government provided accommodation for visitor/researchers, while restaurants/eateries are owned by the private sector.

Table 2.1: Types of Accommodation and Restaurants/Eateries in Southern Kaduna

Types of accommodation	Examples
Hotels/Motels/Resorts	Kafanchan motel, New world hotel, Salem international guest house, Claudio hotel, Wonderland hotel, Madcity hotel, Tirham hotel, Biggard hotel, Bayaan hotel, Kasham motel, Fantwan resort, Saminaka Holiday resort etc.
Restaurants/eateries	Madam Chori kitchen, Lee fast food, Chicken and more, Gladys eateries, New world restaurant, Kafanchan restaurant, Benjis unique restaurant, etc.

Field survey 2013

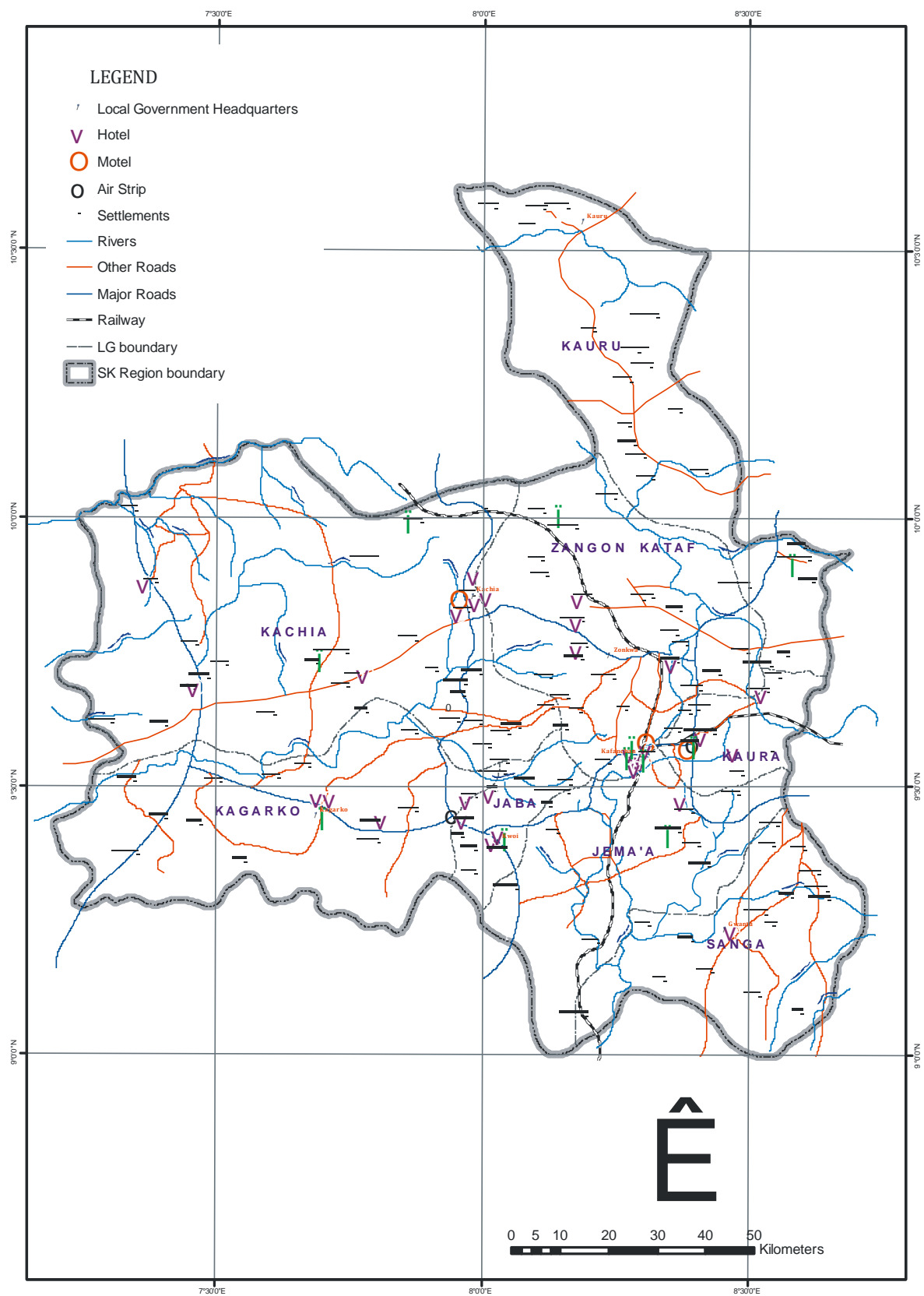


Fig 2.8: Map of Southern Kaduna Region Showing Accommodation

Source: Google map edited (digitized) (2013)

CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction

The methodology is concern with the procedures and techniques for collection and analysis of data relating to the study. For studies on residents’ perception of tourism, it usually includes series of questionnaire items relating to several perceptions on tourism activities impacts that focus specifically on socio cultural, environmental and economic aspect of tourism activities. This is to facilitate understanding and attainment of the research objectives.

3.2 Type of data required and sources

The type of data required for this study, their source and method of collection are shown in the table below.

Table 3.1: Data type and source

Data required/type	Data source	Method of data collection
Literature review of concept of perception, tourism impact, component of perception. Population of Southern Kaduna	Journals, textbooks thesis, internet and unpublished literature Textbooks, dissertation and internet National Population commission.	Literature review
Socio demographic characteristics of the respondent. Age, Sex, occupation, education, religion, length of stay, Proximity to tourist activities, Contact with tourist.	Resident of Southern Kaduna	Interview, structured questionnaire
<u>Perception of Socio cultural impact of tourism activities</u> The impact of tourism activities on the social life of the residents of the region e.g Over stretching of public services, Increase in crime activities and also the influence on the traditions and cultural values of the residents in the region	Resident of southern Kaduna	Interview, structured questionnaire
<u>Perception of Economic impact of tourism activities.</u> The influence on employment. business opportunity and turnover on residents business due to tourism activities in the region	Resident of Southern Kaduna	Interview, structured questionnaire
	Business people e.g. Accommodation establishment, restaurant/ bars owners or managers	interview and structured questionnaire
<u>Perception of Environmental impact of tourism activities</u> The changes experience on the environment due to tourism activities in the region like Traffic congestion, pollution and noise.	Resident of southern Kaduna	Structured interview and questionnaire

Source: field survey, 2013.

3.3 Method of Data Collection

3.3.1 Population size, Sample size and sampling technique

Field survey, gave the estimation of the population in the study area to be about 2,067,534. Krejcie and Morgan (1970) table was used to determine sample size of the study population. Going by this population size, 384 questionnaires were administered, representing 0.019% of the sampled population and were served to the residents of the study area, 320 (83.33%) were retrieved. The three hundred and eighty-four (384) questionnaires were shared equally to the population of each selected clusters in the study area which include three selected sites with tourism activities: Kagoro hill, Nok culture and Matsirga waterfall. Cluster sampling technique was adopted for the study where few sectors or streets in the town were selected. The researcher was assisted by two (2) HND students from Tourism and Hospitality department, Kaduna State Polytechnic. The questionnaire was administered to the residents and was returned to the researcher at their convenient time.

3.3.2 Survey Instrument

a. Field Survey

Field survey was carried out by the researcher where the population of the area, map of existing tourism sites was gotten.

b. Questionnaire

This study used the questionnaire method for data collection, the questionnaire was administered within household of the selected clusters in the study area which constitute three tourism sites. It was designed in order to achieve the research objectives and the questionnaire consisted of 42 items, divided into 3 sections which are as follows:

Section 1: This part comprised 12 questions pertaining to socio-demographic characteristics of resident, length of stay, Proximity to tourist activities, Contact with tourist.

Section 2: This section altogether included 27 statement items, while

Section 3: The last question in section 3 requested the respondents to provide any additional comments regarding their support on tourism activities in the community. In this regard a five-point Likert scale was adopted to measure the intensity of agreement by the respondents' opinions which ranges from (1= Indifferent, 2=strongly disagree, 3=disagree, 4= agree, 5=strongly agree); these items measured the residents' perceptions of tourism activities in Southern Kaduna.

c. Interview

Interview was conducted with the stake holders in the study area, these stake holders includes the Chiefdom, the Kaduna State Tourism Board, chiefdom, management Nok museum, management staff of local government, service providers, and Kaduna state water board. The questions include the perception of tourism activities in the aspect of the economic, environmental and socio cultural impact of tourism activities in the study area.

Table 3.2: Stakeholder in the Study Area

No	Stakeholders	No of stakeholders
1.	Kaduna State Tourism Board	2
2.	Chiefdom	3
3.	Management of Nok Museum	2
4	Management Staff of the Local Government	4
6.	Kaduna State water Board	2
7.	Service Providers	8
	Total	21

Source: Field Survey, 2013

3.4 Method of Data analysis

3.4.1 Use of SPSS

Having collected the data, analysis was carried out utilizing the Statistical Package for the Social Sciences (SPSS) version 17. Descriptive statistics summarizes the respondents' socio-demographic characteristics as well as the items adapted to measure the perceptions of tourism activities. The mean score of each variable were calculated using the formula \bar{x} and were presented using charts, tables and plates.

The research finds out the relationship between the residents' socio-demographic characteristics and the perception on economic, socio-cultural and environmental impact of tourism activities in the study area using a single table.

CHAPTER FOUR

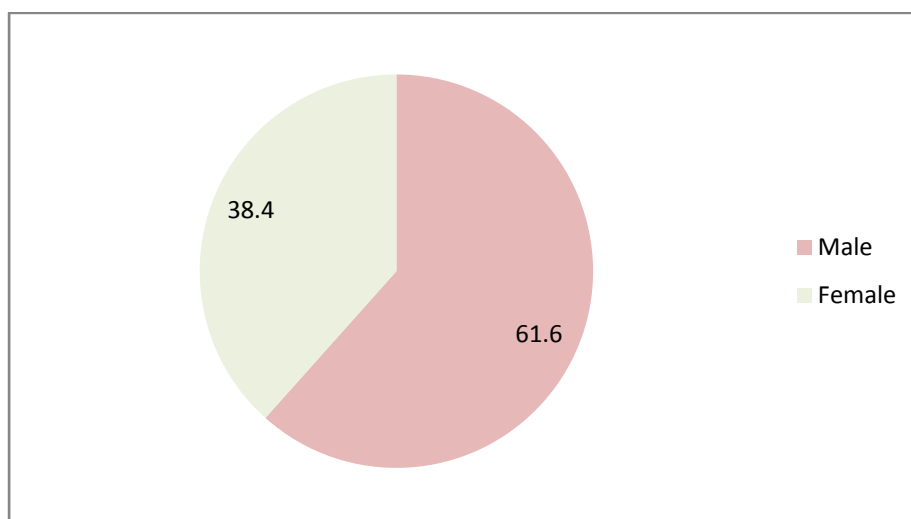
4.0 FINDINGS AND DISCUSSION

This chapter covers the analysis of data collected from field survey, questionnaires and interview using descriptive analysis and presenting them in tables, graphs and charts in order to show resident perception on tourism activities in Southern Kaduna.

4.1 DEMOGRAPHIC CHARACTERISTICS

Figure 4.1, 4.2 and 4.3 below showed the age, gender and marital status of the respondents, 61.6% of the respondents were males while 38.4% were females. There were marginal differences in representation of age group in the sample. Majority of the respondents (73.8%) were between the age of 15-30, followed by 31-45 age group (16.9%) and 46-60 with (4.1%), 60 and above were the minority of the respondent with (3.8%) while 1.6% were non responses. Majority of the respondent were singles with 80.3% while 17.8% were married.

Fig. 4.1: Response by Gender



Religion

The religion practices in the study area are Christianity, Islam and others. Christianity constitutes 80% which are the highest respondent, followed by others 12.2% while Islam is 7.8%.

Fig. 4.2: Response by Religion

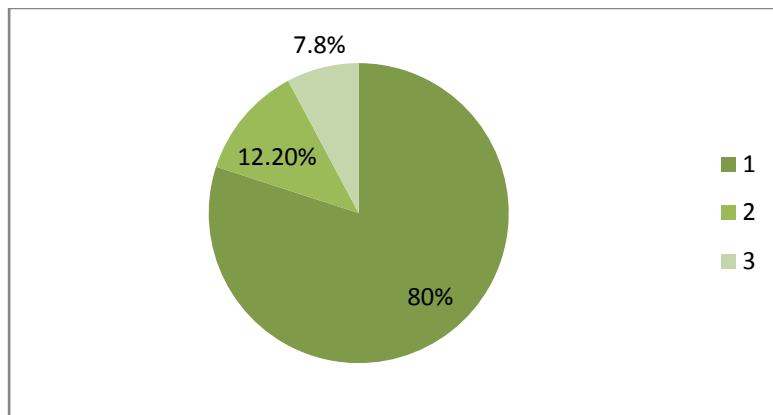


Fig.4.3: Age Group Response

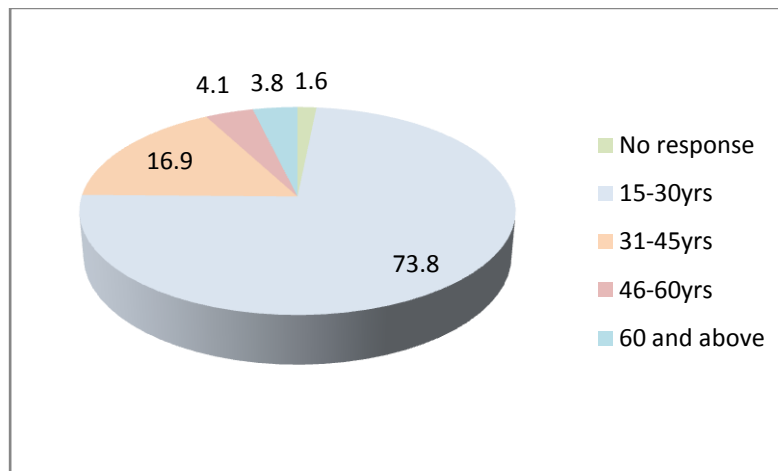


Fig. 4.4 Marital Status

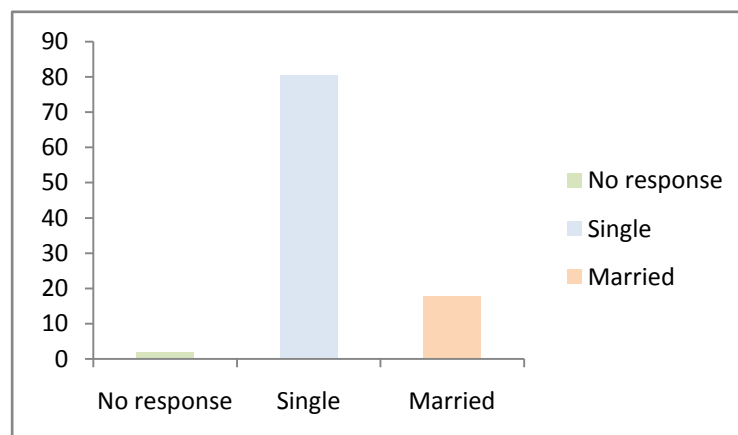


Table 4.1, shows the level of education in southern Kaduna. Tertiary education has 57.5% while 18.4% are secondary holders. Only 5.9% are primary school leavers, leaving 10.3% with no response. There are more respondents 60.6%, with lower household income of between N1, 000 – 10,000 than these with higher income between N31, 000 – 40,000 (4.7%). This shows that majority of the respondent are low income earners. More of the respondents were student with the aggregate value of 71.6%, the next group were the civil servant with 13.4% whereas the least with 1.3% is the retired.

Table 4.1: Educational Level of Respondents

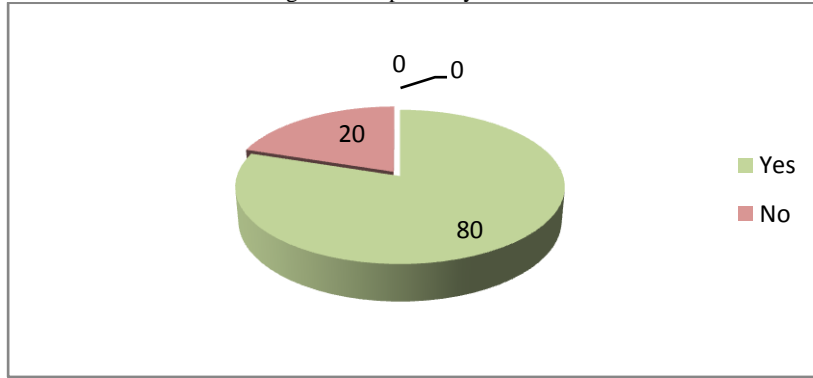
		Frequency	Percentage
Education:	Non response	33	10.3
	Primary	19	5.9
	Secondary	59	18.4
	Tertiary	184	57.5
	Informal	25	7.8
House hold Income	Non response	36	11.3
	1000-10,000	194	60.6
	11,000-20,000	33	10.3
	21,000-30000	17	5.3
	31,000-40,000	15	4.7
	41,000 and above	25	7.8
Occupation	Student	229	71.6
	Civil servant	43	13.4
	Businessmen	18	5.6
	Farmer	14	4.4
	Retired	4	1.3
	Others	12	3.8

Source: Field survey, 2013.

Location

Figure 4.4 results indicate that more than half of the respondent (80.0%) resides permanently in the study area while only (20%) respondents are not permanent resident in the area. The reason for a high number of respondent residing in the community is as a result of jobs opportunities, inherited farmlands, security etc. while those residents residing temporary are there for businesses, part time job etc.

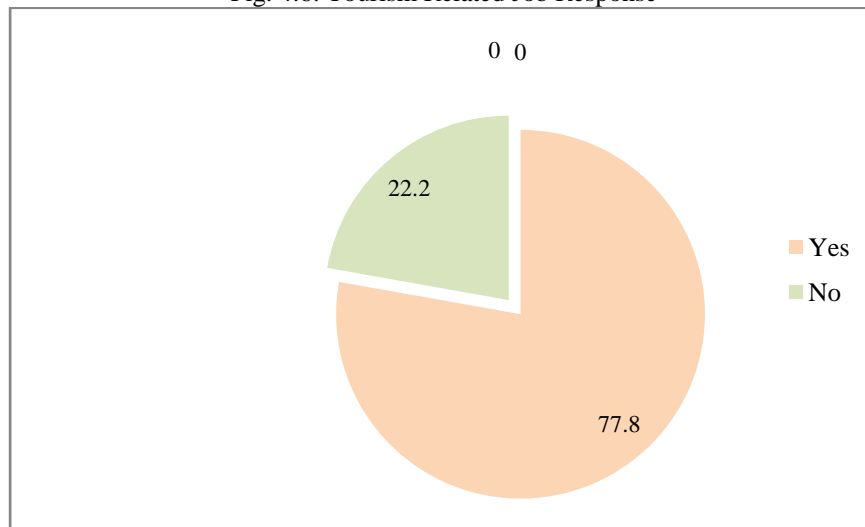
Fig. 4.5: Response by Location



Tourism Related Job

Figure 4.5 shows that a good number of the respondent (77.8%) had jobs that were not related to tourism, while 22.2% had jobs related to the tourism activities in the area.

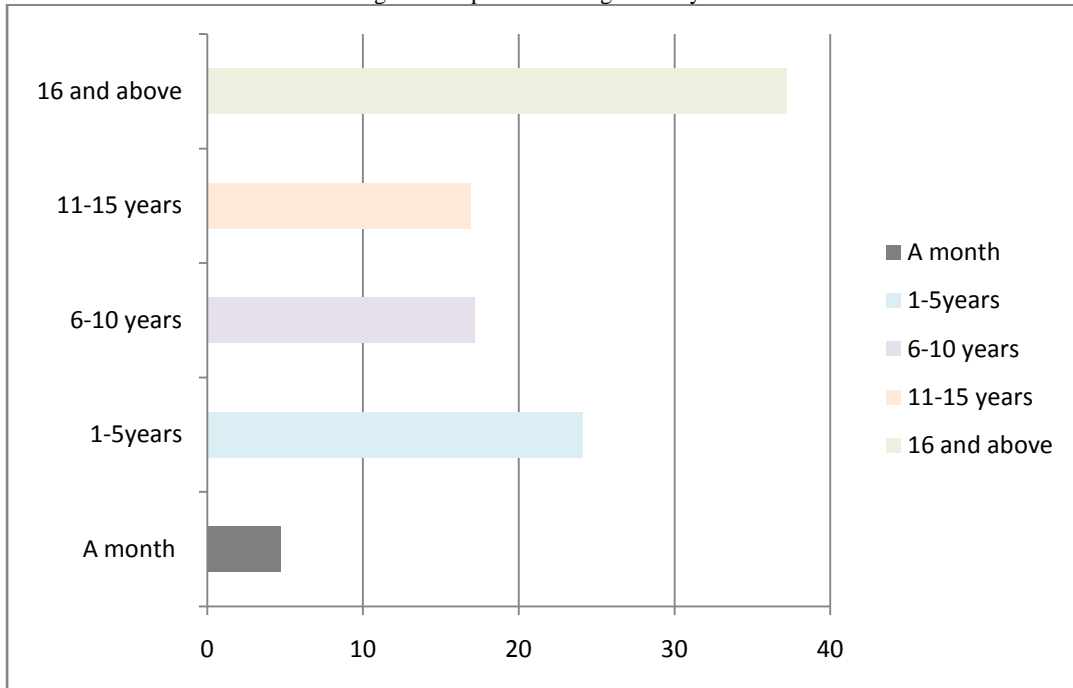
Fig. 4.6: Tourism Related Job Response



Length of stay

Figure 4.6 shows the length of stay, the result indicates that 37.2% of the respondents have lived in the area for about 16 years and above which also indicate why there are more respondents that resides permanently in the study area, 24.1%, 17.2%, and 16.9% of the respondent stayed between 1-5years, 6-10years and 11 – 15years respectively, and only a small proportion 4.7% of the respondents have lived in the study area for few months.

Fig 4.7: Response on Length of stay



Contact with tourists

Figure 4.7 result shows that 80.6% of the respondents have in one way or the other had contact with tourists during their visit while 19.4% have not had any contact with tourist. Figure 4.8 presents the places of contact with tourist, 41.3% meet with them at the attraction site, 29.4% meet with them at resident, and 17.5% meet with them on the road while 11.9% meet with them at the market place.

Fig. 4.8: Responses on Contact with Tourist

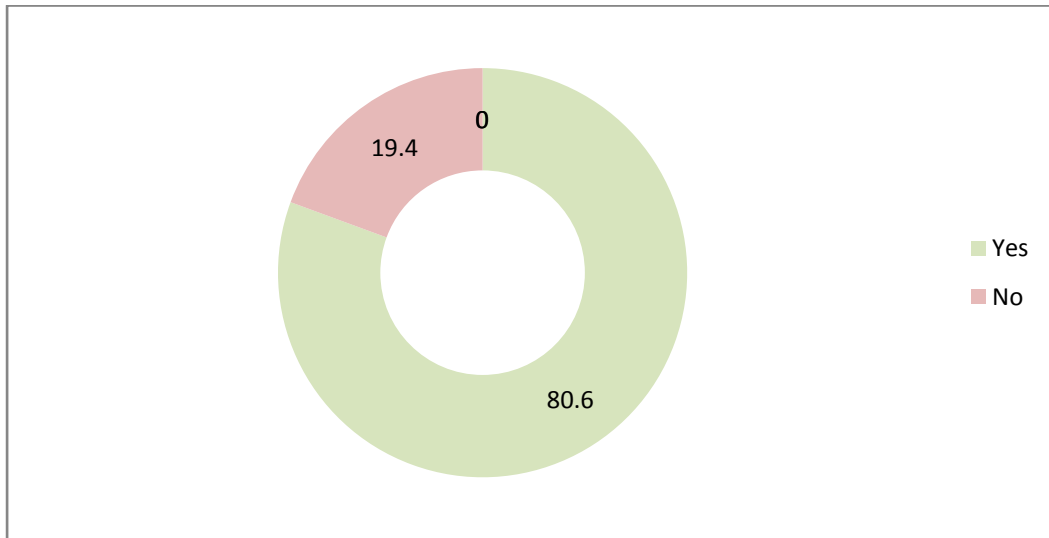
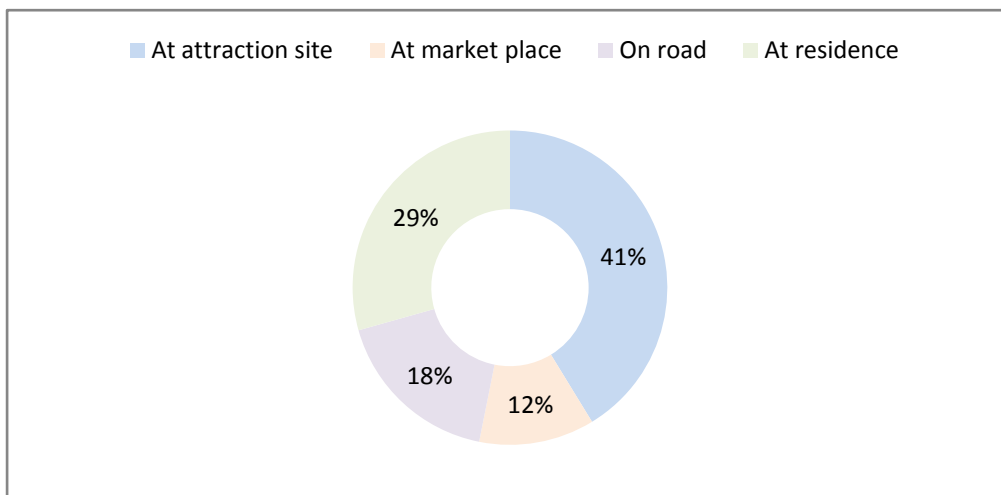


Fig. 4.9: Responses on Place of Contact with Tourist



Responses to Perception of impact of Tourism activities Statements

Table 4.2 and Table 4.3, below, present the frequency distribution and the percentages for all responses (according to the level of agreement or disagreement) to the perception of impact of tourism activities impact statements included in the questionnaire. The benefit of this is that at a glance, it is obvious to see which positive and negative perception of the impact of tourism activities respectively respondents felt most strongly about.

Table 4.2: Positive perception of socio cultural, economic and environmental impact of tourism activities

	SA	A	D	SD	I
Economic Impact of Tourism Activities	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %
Tourism has created more jobs	9 2.8	17 5.3	176 55.0	105 32.8	13 4.1
Tourism has attracted more investment to your community	5 1.6	4 1.3	171 53.4	140 43.8	0 0
Tourism has increased the standard of living considerably	2 0.6	8 2.5	158 49.4	139 43.4	13 4.1
Tourism has given economic benefit to local people and small business	9 2.8	2.1 6.6	126 39.4	136 42.5	28 8.8
Socio Cultural Impact of Tourism Activities					
has better understand others culture and society	144 45.0	79 24.7	67 20.9	18 5.6	12 3.8
has encouraged a variety of cultural activities	147 45.9	79 24.7	67 20.9	18 5.6	12 3.8
resulted in more cultural exchange between	120 37.5	92 28.8	77 24.1	24 7.5	7 2.2
resulted in positive impacts on the cultural identity	146 45.6	94 29.4	44 13.8	31 9.7	5 1.6
Environmental Impact of Tourism Activities					
provision of more parks and other recreational area	15 4.7	125 39.1	137 42.8	24 7.5	19 5.9
Lead to more vandalism	24 7.5	117 36.6	154 48.1	20 6.3	5 1.6
Improvement of public tourist facilities is a waste.	14 4.4	37 11.6	143 44.7	124 38.8	2 0.6
Roads and other public facilities are kept at a high standard	40 12.5	67 20.9	157 49.1	54 16.9	2 0.6
More preservation of historic sites buildings and for conservation of natural resources.	137 42.8	97 30.3	53 16.6	33 10.3	0 0.0

(SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, I = Indecisive).

Source: Field survey, 2013.

Table 4.3: Negative perception of socio cultural, economic and environmental tourism activities

Economic impact of tourism activities	SA	A	D	SD	I
The prices of goods and services in the community have increased because of tourism	120 37.5	62 19.4	106 33.1	26 8.1	6 1.9
Socio cultural impact of Tourism activities					
High spending tourists have negatively affected our way of life	159 49.7	56 17.3	49 15.3	35 10.9	21 6.6
It has changed the precious traditions and culture	107 33.4	97 30.3	74 23.1	34 10.6	8 2.5
It has increased crime rate.	127 39.7	87 27.2	45 14.1	51 15.9	10 3.1
Environmental impact of Tourism activities					
Destruction of the natural environment.	56 17.5	63 19.7	174 54.4	23 7.2	4 1.3
Results in traffic congestion, noise, and pollution	114 35.6	93 29.1	32 10.0	64 20.0	17 5.3
resulted in unpleasantly overcrowded parks and other outdoor places	32 10.0	87 27.2	102 31.9	64 20.0	35 10.9

(SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, I = Indecisive).

Source: Field survey, 2013.

4.2 RESIDENTS PERCEPTION OF TOURISM ACTIVITIES

This presents the responses to the perception related statements, showing the level of agreement and disagreement to the statement regarding to the perception of impact of tourism activities. The mean score of each attribute of positive and negative economic, socio cultural and environmental impact of tourism activities was calculated to give more insight on the perception of impact of tourism activities in southern Kaduna.

Residents' perception of the Economic impact of tourism activities

The result from table 4.4 below indicates that the study area's residents have a negative perception of economic aspect of impact of tourism activities, this because the mean score for this aspect ranging from (2.5125), (2.6063) and (2.5219) of the positive economic impact of tourism activities statement were high above the average mean score. This equally means that they did not agree with the positive economic statements. The respondents strongly agree to the negative statement that the prices of goods and services have increased due of tourism activities in southern Kaduna with a mean score of (3.825). From the result, it shows that the respondent have a negative perception on tourism activities in the area.

Table 4.4: Residents perception of the Economic impact of tourism activities

STATEMENT	SA	A	D	SD	I	
Positive perception of Economic impact of tourism activities	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Mean score
Tourism has created more jobs	9 2.8	17 5.3	176 55.0	105 32.8	13 4.1	2.5125
Tourism has attracted more investment to your community	5 1.6	4 1.3	171 53.4	140 43.8	0 0	2.6063
Tourism has increased the standard of living considerably	2 0.6	8 2.5	158 49.4	139 43.4	13 4.1	2.5219
Tourism has given economic benefit to local people and small business	9 2.8	2.1 6.6	126 39.4	136 42.5	28 8.8	2.5219
Negative perception of Economic impact of tourism activities						
The prices of goods and services in the community have increased because of tourism	120 37.5	62 19.4	106 33.1	26 8.1	6 1.9	3.825

Source: Field survey, 2013.

Residents’ perception of the socio cultural impact of tourism activities

The result from table 4.5 indicates that the Southern Kaduna residents tend to have positive perceptions of the socio cultural aspect of the impact of tourism activities. Remarkably, respondents highly agreed to all the positive statements. They especially felt that tourism has helped them to better understand other people’s culture and society (m=4.0156) in that region. Tourism activities have created positive impacts on the cultural identity (m=4.0780); it has also resulted in more cultural exchange between tourist and residents (m=3.8900), and has encouraged a variety of cultural activities (m=4.0625). The respondents also tended to agree to all the statements regarding to the negative socio-cultural aspect of tourism activities with a high mean score (m=3.8156) that tourism has changed the precious culture and traditions of the people and has increased crime rate (m=3.8437). The respondents, however, also indicated that tourist way of life have negatively affected their way of life (m=3.5914).

Table 4.5: Residents perception of the socio cultural impact of tourism activities

Positive perception of Socio-cultural impact of tourism activities	SA	A	D	SD	I	Mean Score
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	
has better understand others culture and society	144 45.0	79 24.7	67 20.9	18 5.6	12 3.8	4.0156
has encouraged a variety of cultural activities	147 45.9	79 24.7	67 20.9	18 5.6	12 3.8	4.0625
resulted in more cultural exchange	120 37.5	92 28.8	77 24.1	24 7.5	7 2.2	3.8900
resulted in positive impacts on the cultural identity	146 45.6	94 29.4	44 13.8	31 9.7	5 1.6	4.0780
Negative perception of Socio-cultural impact of tourism activities						
tourists have negatively affected our way of life	159 49.7	56 17.3	49 15.3	35 10.9	21 6.6	3.5914
It has changed the precious traditions and culture	107 33.4	97 30.3	74 23.1	34 10.6	8 2.5	3.8156
It has increased crime rate.	127 39.7	87 27.2	45 14.1	51 15.9	10 3.1	3.8437

Source: Field survey, 2013.

Residents’ perception of the Environmental impact of tourism activities

Table 4.6 shows that there is a high agreement that tourism has led to more preservation of historic sites, buildings and conservation of natural resources (m =4.0563), However, respondent disagree with the fact that construction of tourist facilities, noise, and congestion has cause a negative effect to the environment with the mean of (m =3.6375) and (m =3.6969). Along with the statement that tourism has led to high standard of roads and public facilities in the area, respondent clearly disagree with the statement (m =3.2781). And, as to wither improvement of tourist facilities is a waste to the resident, respondent highly disagree to the statement (m =4.1438) which is almost the maximum mean of 5.0

Table 4.6: Residents perception of the Environmental impact of tourism activities

Negative perception of Environmental impact of tourism activities	SA	A	D	SD	I	Mean score
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	
Destruction of the natural environment.	56 17.5	63 19.7	174 54.4	23 7.2	4 1.3	3.6375
Results in traffic congestion, noise, and pollution	114 35.6	93 29.1	32 10.0	64 20.0	17 5.3	3.6969
resulted in unpleasantly overcrowded parks and other outdoor places	32 10.0	87 27.2	102 31.9	64 20.0	35 10.9	3.0531
Positive perception of Environmental impact tourism activities						
provision of more parks and other recreational area	15 4.7	125 39.1	137 42.8	24 7.5	19 5.9	3.2906
Lead to more vandalism	24 7.5	117 36.6	154 48.1	20 6.3	5 1.6	3.4219
Improvements of public tourist facilities are a waste.	14 4.4	37 11.6	143 44.7	124 38.8	2 0.6	4.1438
Roads and other public facilities are kept at a high standard	40 12.5	67 20.9	157 49.1	54 16.9	2 0.6	3.2781
More preservation of historic sites buildings and for conservation of natural resources.	137 42.8	97 30.3	53 16.6	33 10.3	0 0.0	4.0563

Source: field survey, 2013.

4.3 RESIDENTS’ ASSESSMENT OF THE IMPACT OF TOURISM

ACTIVITIES AND SUPPORT ON TOURISM ACTIVITIES

Table 4.8 below indicates the respondents overall assessment of the impact of tourism activities statements in the area. The statement, tourism activities produce more positive impact than negative, ranked high (m = 4.2781). Also

tourism activities brings more benefit than harm rates (m=3.5250, this is to say that the people perception on the activities of tourism is highly positive. As to wiliness to support on tourism activities items, the respondent strongly agreed to the statement that they would like to see more tourist in the area with mean of (4.0281), the government should increase its effort to provide infrastructure to support tourism activities in the area (m=4.3969), to wither the community should support tourism activities in the area (m=3.3375) and pertaining their willingness to be involve in tourism activities, the respondent agreed to the statement with mean of (3.7375).

Table 4.7: Residents assessment of the impact of tourism activities and support on tourism activities

	SA	A	D	SD	I	
Assessment of Tourism activities	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Mean score
It brings more benefit than harm.	64 20.0	57 17.8	91 26.0	82 25.6	26 8.1	3.5250
produces more negative impacts than positive impacts	182 56.9	64 20.0	41 12.8	39 12.2	2 0.6	4.2781
Overall, the benefits of tourism exceed the cost.	71 22.2	99 30.9	95 29.7	37 11.6	18 5.6	3.1594
Support on tourism activities						
I would like to see more tourists in our area	187 58.4	46 14.4	20 6.3	43 13.4	24 7.5	4.0281
The government should increase its efforts to provide infrastructure to support tourism development in this area.	201 62.8	79 24.7	13 4.1	20 6.3	7 2.2	4.3969
The community should support tourism development in this area.	64 20.0	113 35.3	57 17.8	39 12.2	47 14.7	3.3375
The Willingness to be involved in activities of tourism	118 36.9	92 28.8	41 12.8	43 13.4	26 8.1	3.7375

Source: field survey, 2013.

4.4 THE RELATIONSHIP TABLE

The table below shows the relationship between the Socio demographic characteristics of the residents of southern Kaduna and the perception of the economic, socio cultural and environmental impact of tourism activities.

Table 4.8: Relationship between Socio demographic characteristics and residents perception

Socio demographic characteristics	Finding /Implication on Economic impact of tourism activities	Recommendation
Age Marital Status Gender Religion Education	<ul style="list-style-type: none"> • The responds from all the age brackets reflect a negative perception to the economic impact of tourism which shows that there is no relationship between the age groups and perception of economic impact of tourism activities. • Both the married and singles have a negative perception of the economic impact of tourism activities • Both sex perceived the economic impact of tourism activity negatively • All the religions groups have a negative perception of economic impact of tourism activities • All the educational groups have a negative perception of the economic impacts of tourism activities. 	<ul style="list-style-type: none"> • In light of the insight of this research, the first crucial element to emerge is the need to educate both tourists and residents about all aspects of tourism and in so doing, to preempt any negative impact on the residents. • .Investments as it relates to tourism activities should be encourage in the area, this will enable employments to the resident and generally raise the standard of living of the people in southern Kaduna.
Socio demographic characteristics	Finding/Implication on socio-cultural impact of tourism activities	Recommendation
Age Marital status Gender Religion Education	<p>The responds reflect the strata of the age brackets the younger group (73.8%) tend to be more positive while the older respondents tend to be negative to the socio-cultural impact of tourism activities. This reflects the non availability of Facilities and activities to cater for the older group.</p> <ul style="list-style-type: none"> • Responds reflect the level of exposure/awareness in the study, the tertiary educational group tend to have more positive responds than other groups in the socio-cultural impact of tourism activities. • The males have positive perception of the socio-cultural impact of tourism activities than the females have in the area. • The belief of the people reflect their perception, it makes some segment of the respondents to have a negative perception of the socio-cultural impact of tourism activities in the area, this is because some of the activities of tourism are contrary to their belief. • The single (80.3%) have more positive perception of the socio-cultural impact of tourism activities than the married group, this also reflect the availability of the activities in the area. 	<p>Age group facilities and activities should be encourage to cater for various groups in the area.</p> <ul style="list-style-type: none"> • Control mechanism over negative impact of the socio-cultural tourism activities should be provided. • females gender should be encourage in the activities of tourism in the area and also general awareness should be encourage. • It is essential to educate the residents about tourists themselves, such as the cultural/attitudinal differences which can sometimes cause misunderstanding to occur in the interaction • between tourist and residents
	Finding/Implication on Environmental impact of tourism activities	

<p>Age Gender Education Religion Marital status</p>	<ul style="list-style-type: none"> • The respondent responds reflect age group in the study area irrespective of their age groups, all the groups have a positive perception of the environmental impact of tourism in the area. • Both the genders have positive perception of the environmental impact of tourism activities; this is because the activities have not destroyed their natural environment. • The responds reflect the level of awareness and exposure, the tertiary group (57.5%) tends to have a higher positive perception of the environmental impact of the activities although all the groups have a positive perception. • Irrespective of their religion, all have a positive perception of the environmental impact of tourism activities. • Both married and singles have same perception which is positive to the environmental impact of tourism activities. 	<ul style="list-style-type: none"> • There is the need to conduct an (EIA) Environmental Impact Assessment for any major tourism development in the area in order to have a sustainable tourism development in the area. This will help the people to maintain their positive perception of the environmental impact of tourism activities. • Ancient monument should be preserve properly to ensure historical documentation and also the natural resources in the area should be conserved in order to ensure environmental sustainability. • Tourism activities can put scarce natural resources such as water under pressure from the falls in the area; this can be put to check from the activities of both the locals and visitors.
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4.5 INFERENCES

The findings of this study signifies that the residents of southern Kaduna perceived the socio-cultural impact of tourism activities and the environmental impact of tourism activities positively than the economic impact of tourism activities in the region. The findings show that there was no difference in resident’s perceptions on the economic impact of tourism activities according to their gender, age group, education, religion and marital status.

Despite the resident’s awareness of the negatives impact of tourism activities in the area in both the socio-cultural and environmental aspects of tourism activities, they still support tourism activities positively.

The findings also denote that the majority of the respondent had jobs that were not related to tourism activities in the area, this signifies the reason why their

perception of the negative and positive economic impact of tourism activities is negative.

Residents in southern Kaduna assessed the activities of tourism positively due to which they largely support the activities of tourism in the area. Generally, residents tend to support tourism if they feel that tourism brings them more benefits than costs that is, regardless of whether these are socio-cultural, environmental, or economic benefits. In Southern Kaduna, the residents value the social-cultural and environmental impacts of tourism over its economic impacts; this is because most of them are still dependent on the natural resources and have not received significant economic benefits from tourism activities so far.

4.6 STAKEHOLDERS PERCEPTION ON THE IMPACT OF TOURISM ACTIVITIES IN SOUTHERN KADUNA

This section includes the interview carried out with the stake holders in the study area in relation to their perception on the impact of tourism activities in the study area in the aspect of economic, socio cultural and environmental. Stake holders perception was measured using content analysis of the interviews held with the stake holders. Transcription of their comments were carried out and presented in the following subsections.

4.6.1 Stakeholders Perception of the Economic impact of Tourism activities

The table below indicates the stake holder's perception on the economic impact of tourism activities in the study area. From the number of stake holders interviewed, 23.8% have a positive perception while 76.2% have a negative perception of the economic impact of tourism activities. The result indicates that

the activities of the tourism in the area has not impacted or contributed much on the economic status of the study area. The service providers reveal that their business is not adequately flourishing; this is because the businesses only flourished well seasonally and mostly during the festive period, in these periods the turnover is usually higher compare to other period. The stake holders also show concern over the revenue generated from the activities of tourism in the area, they reveal that the activities tourism has not burst the economic status and therefore does not contribute to the economy of study area.

Table 4.9: Perception of the economic impact of Tourism activities

No	Stakeholders	Frequency	Positive	Negative
1.	Kaduna State Tourism Board	2	0	2
2.	Chiefdom	3	1	2
3.	Management of Nok Museum	2	0	2
4.	Management Staff of the Local Government	4	1	3
6.	Kaduna State water Board	2	0	2
7.	Service Providers	8	3	5
	Total	21	5(23.8%)	16(76.2%)

Source: Field Survey, 2013

4.6.2 Stakeholders Perception of the Socio cultural impact of Tourism activities

The table below indicates the stalk holders perception on the socio cultural impact of tourism activities in the study area. From the stake holders interviewed, 66.7% have a positive perception while 33.3% have a negative perception of the socio cultural impact of tourism activities. The result showed that the majority of the stalk holders have a positive perception of the socio-cultural impact of the tourism activities in the area. they reveal that the present of tourism activities in the area has help the residence to have contact with people from different places and also interact with them. It has also helped them get to understand other people culture and behavior. Most of the stakeholders strongly believed that the

tourism activities in the area are one of the major instruments that have created an image to the study area which motivate people from different places to visit.

The others that have a negative perception reveal that despite the positive influence of the activities of tourism in the area socially, it has equally affected the people negatively, especially during festive period where the rate of crime and immoral behavior is high. They also complained that it has equally given room to the insecurity faced today in the country which has led to the stoppage of some activities in the area which bring people together from different places to socialize. Lastly, the activities of tourism have not encouraged the improvement of social amenities.

Table 4.10: Perception of the Socio cultural impact of Tourism activities

No	Stakeholders	Frequency	Positive	Negative
1.	Kaduna State Tourism Board	2	2	0
2.	Chiefdom	3	2	1
3.	Management of Nok Museum	2	1	1
4	Management Staff of the Local Government	4	2	2
6.	Kaduna State water Board	0	2	2
7.	Service Providers	8	7	1
	Total	21	14(66.7%)	7(33.3%)

Source: Field Survey, 2013

4.6.3 Stakeholders Perception of the Environmental impact of Tourism activities

The table below indicates the stakeholder's perception on the environmental impact of tourism activities in the study area. From the stakeholders interviewed, 52.4% have a positive perception while 47.6% have a negative perception of the environmental impact of tourism activities in the study area; The stakeholders reveal that the activities of tourism in the study area generally has not had much negative impact on the environment. They believe that due to the activities of tourism the artifact, historic buildings are being preserved and well kept for

history and the level of traffic congestion is minimal even during festive period. In contrast, the 47.6% that have negative perception reveal that mostly at the attraction site that is being visited for social activities like picnic, excursion etc is usually being polluted by the visitors and local people living in the area when visited. They also reveal that the roads are not kept at high standard due to tourism activities especial the ones that link to the attraction sites.

Table 4.11: Perception of the Environmental impact of Tourism activities

No	Stakeholders	Frequency	Positive	Negative
1.	Kaduna State Tourism Board	2	0	2
2.	Chiefdom	3	3	0
3.	Management of Nok Museum	2	1	1
4	Management Staff of the Local Government	4	1	3
6.	Kaduna State water Board	2	1	1
7.	Service Providers	8	5	3
	Total	21	11(52.4%)	10(47.6%)

Source: Field Survey, 2013

4.7 IMPLICATIONS OF THE FINDINGS TO TOURISM ACTIVITIES IN SOUTHERN KADUNA

- The study attempted to contribute to the existing body of the work of tourism activities in Southern Kaduna.
- This research provides tourism planners, policy makers and tourism promoters in Southern Kaduna with helpful information about the perception of residents on tourism activities in the region.
- The information can be used to formulate plans and policies which will promote future tourism activities and also to implement sustainable tourism development in the region.
- This information can be used to formulate plans and policies that can help to gain residents of southern Kaduna's support for tourism activities in the region.

CHAPTER FIVE

RECOMMENDATION AND CONCLUSION

5.0 INTRODUCTION

In this chapter, recommendation and conclusion and are presented based on the results and findings observed in chapter four.

5.1 RECOMMENDATION

In view of the findings of this study, the following recommendations are hereby made for future tourism activities in Southern Kaduna. The recommendation is made according to the people's perception on the positive and negative Economic, Socio cultural and Environmental impact of Tourism activities in Southern Kaduna.

1. Economic impact of Tourism activities: Despite the activities of tourism in the study area, a larger proportion of the people living in the area have a Negative perception of the economic impact of tourism activities, therefore public private partnership is recommended between the Kaduna State Ministry of Tourism and Culture with other private companies eg. Hostels/restaurant management, transport services (Kaduna State Transport Authority etc who are into tourism related businesses; this will help boost the economic situation of the study area.
2. Socio-cultural impact of Tourism activities: Since the research showed that the people of the area have a positive perception of the socio-cultural impact of tourism activities, therefore varieties of social activities are to be encouraged both at the local and state level to raise the social aspect of

tourism activities. Also more facilities to cater for the need of tourist as well as the residents should be provided in Southern Kaduna.

3. Environmental impact of Tourism activities: The people of the study area have a positive perception of the environmental impact of tourism activities. The study therefore recommends the need for Environmental impact assessment (EIA) in the case of any major tourism development that might have adverse effect on the environment in order to maintain the environment i.e. environmental sustainability.
4. At the local and state level, the people of southern Kaduna are to be involved in tourism related decision making, this will encourages tourism activities in various aspects in the area.
5. Kaduna State ministry of Tourism and culture is to provide grass root enlightenment programs on the importance of tourism activities in terms of its economic, socio-cultural and environmental benefits through the means of media, symposium, community outreach, etc., this will help the growth of the tourism sector in the state by generating internal revenue to the state.
6. From the stalk holders perception, it showed that tourism activities in Southern Kaduna has heightened crime rate, therefore the Kaduna State ministry of Tourism and culture is to cooperate with the security agencies and the community leaders to monitor tourist activities so as to checkmate any form of misconduct not only on the side of the tourist but also on the side of the locals who sometimes serve as guide to the tourists on their visit to the attraction sites. It is also recommended that officials require activating strict laws and applying them to both tourists and local people when there are identified incidents of misbehavior.

7. Since the business due to tourism activities in the area is seasonal and as a result it has not been efficient in improving the economic situation of the people in the area, there is therefore the need for a restructured tourism programs by the Kaduna State ministry of Tourism and culture is required so as to program the various activities all year round, that will attract and make the tourist to have a long stay in the area and equally spend more and boost the economy of the area.

The findings of this study clearly show that the residents of Southern Kaduna are supportive of tourism and that negative socio-cultural impacts and the negative environmental impact on the community have been relatively minimal. However, it is still important to implement these proposed recommendations, in order to continue controlling and reducing negative impacts and enhancing the well-being of locals through tourism. It is undeniable that once there is tourism there will be change. However, these changes may be managed and monitored to mitigate negative impacts for more favorable ones, by the implementation of judicious policy and planning measures that are vital for tourism destinations such as Southern Kaduna.

5.2 CONCLUSION

In conclusion, the research assessed the resident's perception of tourism activities in Southern Kaduna based on the economic, socio-cultural and environmental impact of tourism activities in the area, it is discovered that the people of Southern Kaduna region have a positive perception of the socio cultural impact of tourism activities, a negative perception of the Economic impact of tourism activities and lastly a positive Environmental impact of tourism activities. Note

that, no matter what future direction the study of residents' perception may take, the most important goal must be to assure that the varied voices of the community are heard.

5.3 FURTHER RESEARCH AREA

This research work addressed the issue of perception of tourism activities in Southern Kaduna area of Kaduna State in terms of socio-cultural, economic and environmental factors. Further research work can be done in assessing other factors that may handicap tourism activities in the area. For instance, the issue of social vices in relation to tourism activities can be looked into, acceptance level of tourist by the local communities can be assessed, assessment of amenities to accommodate and satisfy tourists could be another interesting area of research and also assessment of the level of satisfaction of tourism activities from the tourists and locals using the method of satisfaction and dissatisfaction index analysis.

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APPENDICES

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QUESTIONNAIRE ON ASSESSMENT OF RESIDENTS' PERCEPTION OF TOURISM ACTIVITIES IN SOUTHERN KADUNA

The purpose of this research is to assess the perception of residents of Southern Kaduna on tourism activities. The questionnaire is divided into three sections; the first section seeks demographic information of each respondent, the second section requires one to rate the level of agreement associated with the attributes on perception of tourism activities then the third section requires an additional statement by the respondent on tourism activities in Southern Kaduna region.

DEMOGRAPHIC DATA

Please provide me with some information about yourself by checking the response that best describe you. Your response will be very important for this study.

1. Gender: (a)Male [] (b)female []
2. Age (a) 15 – 30 [] (b) 31 – 45 [] (c) 46 – 60 [] (d) 60 and above []
3. Marital Status: (a) Single [] (b). Married []
- 3 Religion (a) Christianity [] (b) Islam [] (c) Others []

4. Educational Attainments: (a) Primary [] (b) secondary [] (c) Tertiary [] (d) Informal []
5. Household Income (a) 1000-10,000[] (b) 11, 000-20, 000[] (c) 21,000-30,000[] (d.) 31,000-40,000[] (e.) 41,000 and above []
6. Occupations (a) Students [] (b) Civil servant [] (c) Businessman [] (d) Famer [] (e) Retired [] (f) Others []
7. Do you reside in this community? (a)Yes [] (b)No [], If No specify.....

8. Is your work or job related to one of these attractions (Matsirga falls, Kagoro Hill, Nok Tourism center? Yes [] No []

9. How long have you been living in the community (a) Month [] (b) 1-5yrs [] (c) 6- 10yrs. [] (d) 11-15yrs [] (e.) 16 and above []

10. Do you usually have contact with visitors? Yes [] No []

11. Where do you meet with them (a) at attraction site [] (b) at market [] (c) on road [] (d) at residence []

PERCEPTION OF IMPACT OF TOURISM ACTIVITIES

The following questions are related to perception of impact of tourism activities and the support of tourism activities in the study area, it is on the scale from 1 to 5. Please read each item carefully and tick the appropriate number that indicates how much you agree or disagree with each statement.

Scale: 1 = Indecisive 2 = Strongly Disagree 3= Disagree 4 = Agree 5 = Strongly Agree

S/No.	STATEMENTS	SA	A	D	SD	I
PERCEPTION OF ECONOMIC IMPACT OF TOURISM ACTIVITIES						
1	Tourism activities have created more jobs for your community.					
2	Tourism activities have attracted more investment to your community.					
3	Tourism activities have increased the standard of living considerably.					
4	The prices of goods and services in the community have increased because of tourism.					
5	Tourism has given economic benefits to local people and small businesses.					
PERCEPTION OF SOCICULTURAL IMPACT TOURISM ACTIVITIES						
6	Meeting tourists from other places is a valuable experience to better understand their culture and society.					
7	Tourism has encouraged a variety of cultural activities by the local residents.					
8	Tourism activities have resulted in more cultural exchange between tourists and residents.					
9	Tourism activities have resulted in positive impacts on the cultural identity of our community.					
10	Tourists have negatively affected our way of life.					
11	Local residents have suffered from living in a tourism destination area.					
12	Tourism has changed the precious traditions and culture.					
13	Tourism has increased crime rate.					
PERCEPTION OF ENVIRONMENTAL IMPACT OF TOURISM ACTIVITIES						
14	Construction of hotels and other tourist facilities have destroyed the natural environment					
15	Tourism has resulted in traffic congestion, noise, and pollution in the community.					
16	Tourism has resulted in unpleasantly overcrowded parks and other outdoor places in your community.					
17	Tourism provides more parks and other recreational area for local residents					
18	Roads and other public facilities are kept at a high standard due to tourism.					
19	Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.					
20	Tourism has led to more vandalism in the community.					
21	Improving public tourist facilities is a waste to the community					

Support on tourism activities						
1	I would like to see more tourists in our area					
2	The government should increase its efforts to provide infrastructure to					

	support tourism activities in this area.						
3	The community should support tourism activities in this area.						
4	I am willing to be involved in the activities of tourism.						
	Assessment of tourism activities						
5	I believe that the benefits of tourism exceed the cost to the people of this area.						
6	Tourism activities will brings more benefit than harm.						
7	Tourism activities will produces more negative impacts than positive impacts.						

What can you say generally about your opinion on tourism activities in the area?

.....